chain store age / for headquarters executives

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STEEL for Stores

New tax credit benefits chains

Saving man-hours with self-dumping hoppers

What's new in air conditioning

Burning trash saves time and money

$3 per year (U.S.A.)
EXECUTIVES EDITION
APRIL 1963

CUT SIGN COSTS 50% OR MORE

- Simple proven sign production system used by largest, most profitable chains, regional and national.
- Produce traffic stopping "Telling and Selling" signs up to SIX TIMES FASTER.
- Cut costs, increase sales and profits immediately. Fill out the coupon below and return it today. Lease-purchase plan available.

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SYSTEMS

Speed Merchant Model

SYSTEMS DEPARTMENT
Reynolds Printasign Company
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Pacoima, California DEPT. CSA 9

☐ We need your ideas. We must cut sign costs.
☐ We are interested in a survey to see how we can cut sign costs 50% or more and still increase production.

PLEASE PRINT:

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STORE NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

TELL-SELL SIGNS *make people spend more*

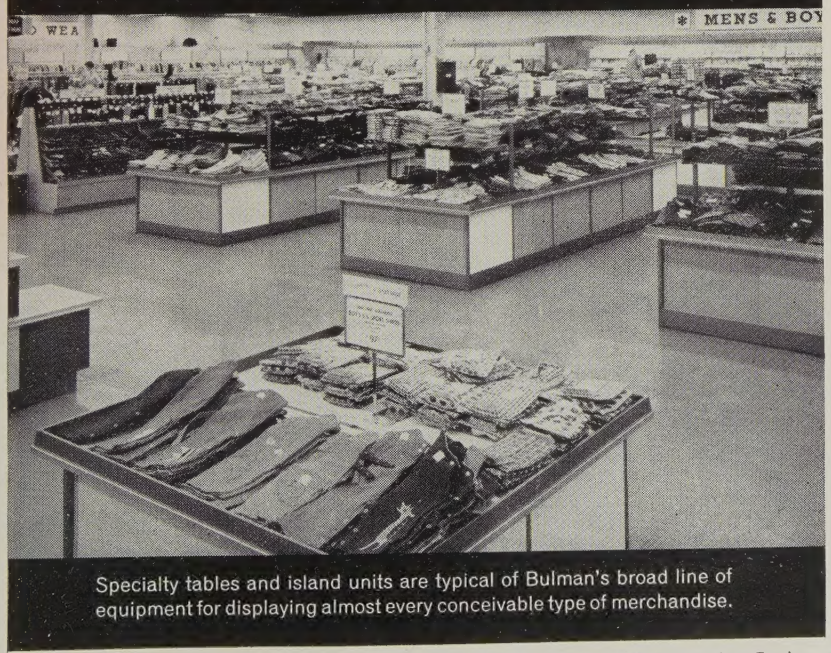
TELL-SELL SIGNS *are the only substitute for salesclerks*

TELL-SELL SIGNS *prevent profit-robbing walkouts*

TELL-SELL SIGNS *never forget the facts*

Bulman has the equipment to meet virtually any display and professional requirement of the modern drugstore.

From display to checkouts, Bulman offers the most complete line of equipment for the modern food store.



Specialty tables and island units are typical of Bulman's broad line of equipment for displaying almost every conceivable type of merchandise.

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buy more...

because

they see

more -

IN A BULMAN-EQUIPPED STORE!

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THE BULMAN CORPORATION

Bulman
STORE EQUIPMENT

Grand Rapids 2, Michigan

Offices in principal cities • Canadian subsidiary: Bulman of Canada (Store Equipment) Ltd., Toronto. English subsidiary: Cheltenham.

From a broader angle

HOW WOULD YOU DECIDE?

By **GODFREY M. LEBHAR**
Editor-in-Chief

■ If you had the responsibility of deciding whether a tax-cut would be in the public interest, and, if so, how much, how soon, in what form and on what conditions, what would you say?

Before you reached a final conclusion on all these points, you would undoubtedly have to evaluate all the various factors involved. Your problem would be aggravated by the fact that even the most ardent advocates of a tax-cut disagree as to the objectives to be attained and how to attain them.

Conflicting views

To illustrate your difficulty, here is a summary of some of the conflicting views currently being expressed by top men in government, finance, business, labor, the press and other areas:

(1) A substantial tax-cut is needed now to avert a recession.

(2) No recession is in sight, so no tax-cut is needed.

(3) Even if a recession were otherwise inevitable, the tax-cut proposed for this year by President Kennedy would be too little and too late.

(4) Even if a recession could be ruled out positively, a tax-cut is essential because the present tax burden has long been a "drag on the economy."

(5) A minimum tax-cut of $10 billion is needed to create jobs for some of our 4,300,000 unemployed. By slashing personal income tax rates, particularly in the lower brackets, most of the tax savings would go into the immediate purchase of consumer goods and give our economy the thrust it needs to provide more jobs now and in the future.

(6) Cutting personal taxes, particularly in the top and middle brackets, and reducing corporate taxes, would increase investments in new projects and the expansion of existing business. That is the only way to provide and maintain maximum employment for our growing labor force.

(7) No tax-cuts should be considered while our national budget remains unbalanced.

(8) An unbalanced budget is nothing to be complacent about, particularly when bigger deficits are impending. But the imbalance is nothing to get panicky about either. In any event, "by increasing incentives and reducing the tax burden, the prospects for attaining sustained prosperity – and thus budget surpluses – will be greater than by continuing with the current tax structure."

(9) No tax-cuts should be enacted unless accompanied and partly offset by tax reforms.

(10) The greatest defect in our present tax system lies in the excessive burden it imposes on the economy. Therefore, the most important tax reform this Congress can put through—and the simplest—is a substantial reduction of tax rates across the board.

(11) Raising tax rates does not necessarily mean more revenue. Conversely, reducing tax rates does not necessarily mean less revenue. Just as lower prices can mean more sales and profits, so lower tax rates can mean more government revenue.

(12) Our national budget can be kept in balance only by a dynamic economy. That is impossible as long as the tax-bite remains at its present destructive level. If reducing tax rates means a greater deficit *temporarily*, it is nevertheless the only practicable way to balance the budget eventually.

Help Congress decide

Which of the foregoing points make sense to you? Why not make them the basis for a letter to Hon. Wilbur D. Mills, Chairman, Ways and Means Committee, with a copy to your own Congressman? The decision Congress makes will depend largely upon how it interprets informed public opinion.

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Does any manufacturer have every major component you need to air condition any chain store?

Liggett Drugs, Vestal, N.Y. Developer: Eastern Shopping Centers, Incorporated, Yonkers, N.Y. Architects: Meyer & Kasindorf, Great Neck, N.Y. Consulting Engineer: Sidney W. Barbanel, Long Island City, N.Y. Air Conditioning Contractor: Power Engineering Corporation, Vestal, N.Y.

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Hermetic and open centrifugal water-chilling packages
The first fully hermetic absorption water chillers
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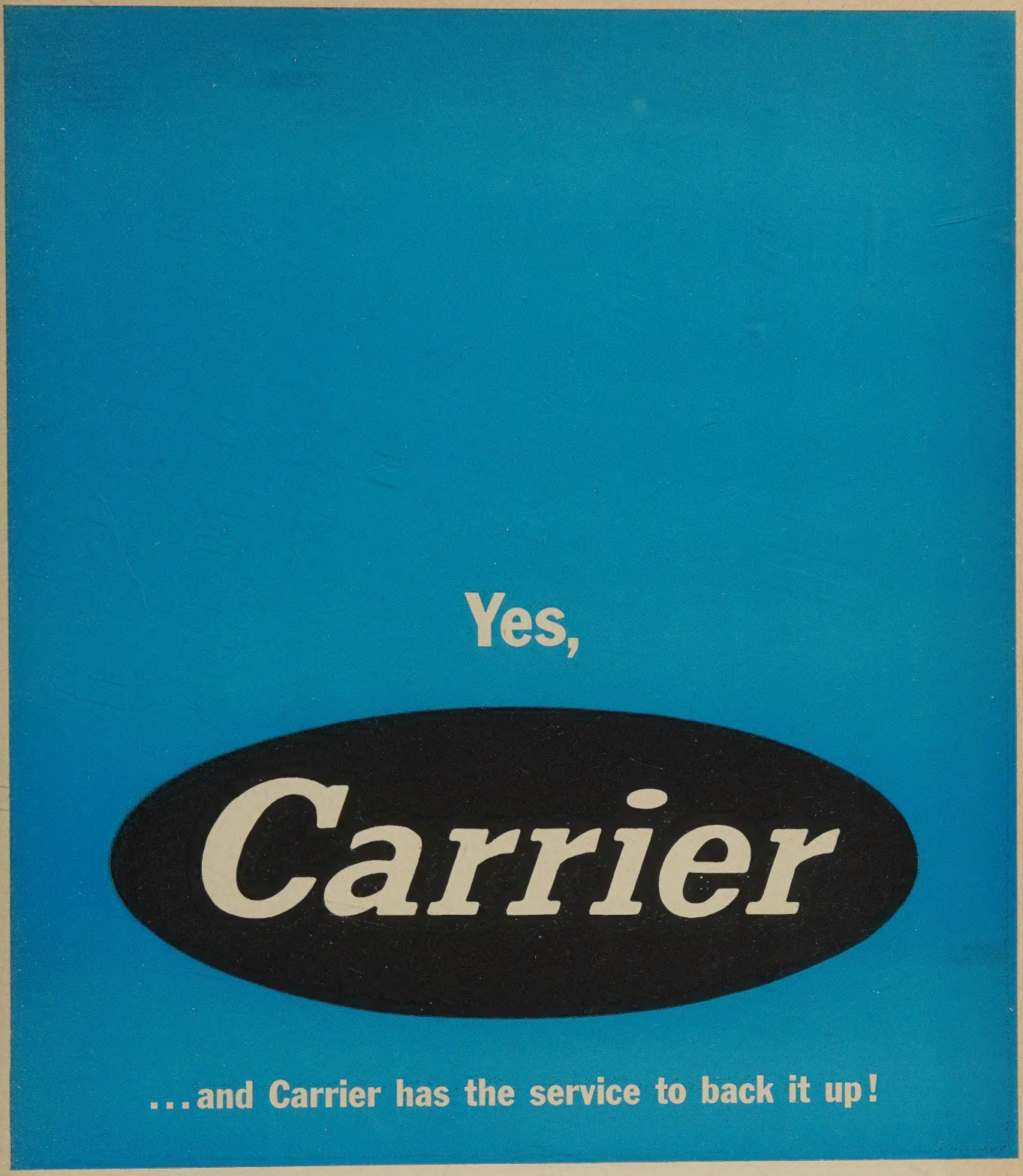
Air-cooled, water-cooled and evap condensers; cooling towers
Induction, fan-coil, single and double-duct room terminals
Single-zone, multi-zone and spray-coil central apparatus
Supply and exhaust fans; sheet metal specialties
Packaged units; heat pumps; room air conditioners
Also: furnaces; unit heaters; icemakers

The scope of the Carrier line makes possible an installation of matched major components that meet the precise requirements of *any* air conditioning system for *any* chain store. For architect, engineer, contractor and owner, this all-Carrier approach has many significant advantages.

Initially, it simplifies design problems, centralizing responsibility for technical information in the local Carrier office. During installation and start-up, the same office—thoroughly familiar with the job—



is the fountainhead for everything from delivery schedules to certified prints.

And after the plant has been turned over to the owner, responsibility for proper equipment performance continues to be centered on the same reliable shoulders.

Although not the only air conditioning manufacturer offering a broad line of components, Carrier is best prepared to serve the owner should service be needed. For our company and our dealers maintain the largest and best trained service organization in the business—over 11,000 men strong.

A Carrier representative will be glad to work with you, your architect and consulting engineer on any project you may have in mind. Carrier Air Conditioning Company, Syracuse 1, New York. In Canada: Carrier Air Conditioning Ltd., Toronto 14.

Carrier ***Air Conditioning Company***

WHAT WOMAN CAN RESIST A SUGGESTION?

Very few. That's why Communication Capability can send sales soaring in your stores. Communication Capability exploits a great and often untapped source of in-store sales stimulation. The human ear. ■ Want in-store promotions to come alive? Using periodic on-the-spot announcements you can move specific, desirable-to-sell items at any time. ■ Want to melt sales resistance and enhance buying moods? Do it with the soft strains of background music. ■ Want to keep goods moving from stocks to shelves, timed to the tempo of buying trends? Intercom is the inexpensive answer. ■ Want to serve customers better . . . for less? Give them private, internal telephones, spotted about the store, as a cost-cutting source of information or special attention. ■ Communication Capability is a phone call away. The man who can best tailor communication and sound to your specific operation is your STROMBERG-CARLSON® Communication Products Distributor. He offers every type of sound and communication equipment that you might need. He's experienced in every type of merchandising situation—including your own. Telephone him today or write General Dynamics/Electronics, 1452 North Goodman Street, Rochester 1, New York.

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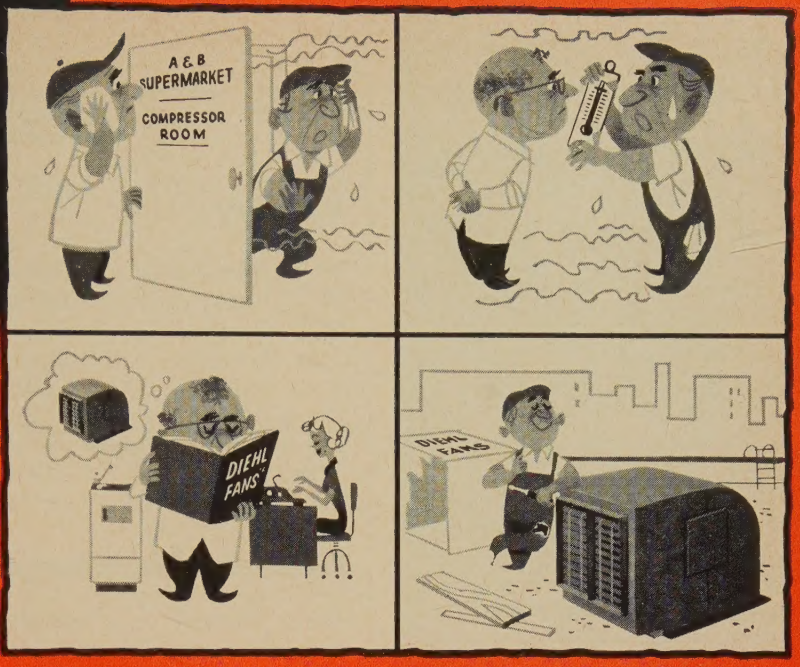
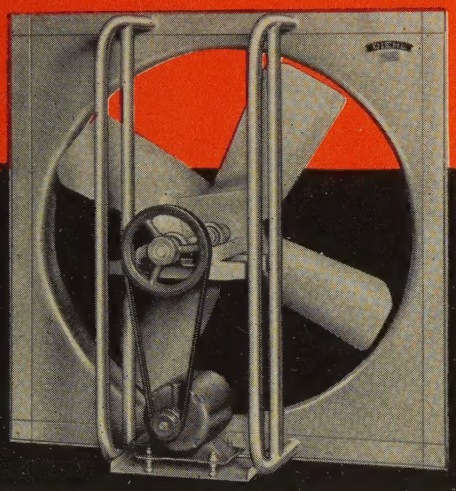
DIEHL* EXHAUST FANS AND AIR CIRCULATORS FOR COMMERCIAL AND INDUSTRIAL USE

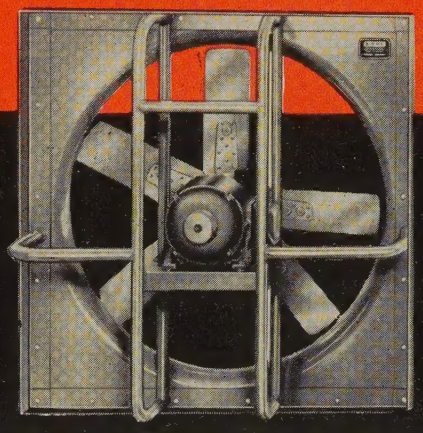


Large Volume Exhaust Fan... Static Pressures to ¼ Inch



Heavy duty industrial exhaust fan ... static pressures to 1 inch

Ratings certified by A.M.C.A.
Ask for Catalog No. 3869



Low-Pressure, Belt-Drive 24 to 48-inch diameter

For general purpose ventilation in hospitals, schools, laboratories, offices and industrial plants where large volume air delivery and maximum quietness of operation is desired. Easy to install and maintain.

DIEHL Engineering Provides:

- Dependable, totally-enclosed, dust-proof motor.
- Sturdy blades, designed for efficient delivery of large air volume.
- Construction that guarantees maximum strength and rigidity.
- Ventura opening assures uniform air distribution and reduced air turbulence.

High Pressure, Direct Drive 18 to 48-inch diameter

For ventilating areas where dirt, dust, smoke, fumes, etc. are excessive, and exhaust installations involving static pressures greater than ¼ inch. Easy to install and maintain.

This high pressure heavy duty industrial exhaust fan is a new feature of the DIEHL line . . .

- It can be obtained in standard panel sizes.
- Available immediately through national distributors.
- A precisely engineered product, completely new with irregularly spaced blades to break up sound frequencies, to reduce noise.

For further information, write to "Fan Division" at address below:

DIEHL MANUFACTURING COMPANY
SUBSIDIARY OF THE SINGER MANUFACTURING COMPANY
Finderne Plant, Somerville, New Jersey
Telephone: Randolph 5-2200

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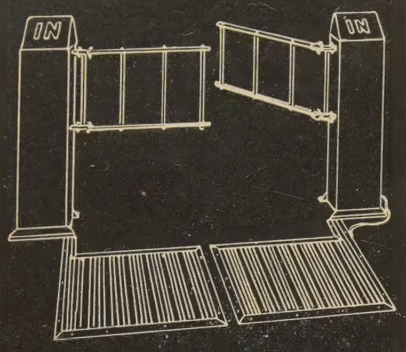
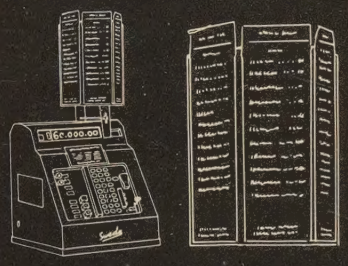
SELF-SERVICE
Starts at the In-a-Matic
ENTRY GATE!

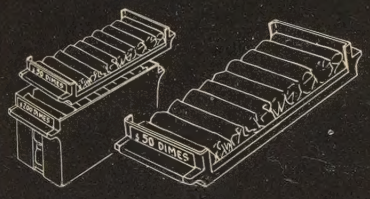


- Guides customers to where you want; controls traffic
- Sure, silent, automatic action
- Single, double, multiple units
- Has illuminated "IN" sign



Revolving Price Station

- Fits top of any register
- Information's at eye level
- Eliminates check-out delay and cuts down price errors



Color-Keyed® Coin Trays

- For easier identification
- Holds rolled & loose coin
- Interlock stacking system
- Tough, light thermoplastic

Equipment Planning Division
Fountain Products Corp.
4250 Peterson Ave.
Chicago 46, Ill.

Chain store sales of

	February '63 000 omitted	% Change '63 vs. '62	Cumulative 2 mos. 000 omitted	% Change '63 vs. '62	No. of Stores 1963	No. of Stores 1962
Variety						
F. W. Woolworth ..	$ 69,754	+ 3.2	$ 136,869	+ 2.8	2,519	2,498
W. T. Grant	36,987	+12.0	70,677	+12.8	1,044	958
S. S. Kresge	28,149	+ 6.2	54,656	+ 4.9	835	788
J. J. Newberry	19,046	+ 6.8	37,113	+ 6.5	567	554
G. C. Murphy	15,391	— 4.4	30,316	— 3.9	511	484
Neisner Bros. ..... (4 weeks & 8 weeks ended Feb. 23)	4,423	— 2.3	8,161	— 2.7	181	172
Rose's Stores	2,851	— 1.8	5,415	+ 0.6	150	149
M. H. Fishman	1,108	— 3.9	2,128	— 2.0	45	48
General Merchandise						
Sears, Roebuck	298,067	+10.3	*	—	741	740
Montgomery Ward.	100,346	— 0.7	*	—	513	520
(5 weeks ended March 6, 1963; company also reports 692 catalog stores in operation as of 3/6/63 and 678 catalog stores for the same period in 1962.)						
J. C. Penney	86,840	+ 3.6	*	—	1,683	1,687
Interstate	12,282	+51.4	*	—	80	62
Shoe						
Melville Shoe Corp. (4 weeks & 8 weeks ended Feb. 23)	9,049	+ 2.1	17,580	NC	1,233	1,213
Edison Bros.	7,998	+ 0.4	16,304	+ 1.6	**	440
G. R. Kinney Corp. .	5,100	+ 4.6	10,374	+ 6.0	569	552
Apparel						
Mercantile Stores ..	10,008	+ 1.7	*	—	**	**
Lane Bryant	7,097	+16.4	13,818	+17.1	109	103
Diana Stores ..... (February and 7 months)	4,493	+20.5	51,348	+21.7	291	295
Mangel Stores	3,599	— 3.3	*	—	168	162
Hartfield Stores .... (4 weeks ended Mar. 1)	3,115	+44.6	*	—	62	59
Franklin Stores .... (February and 8 months)	2,924	+ 3.5	38,378	+11.2	173	186
Miller-Wohl Co. .. (February and 7 months)	2,341	+ 7.3	30,243	+13.4	**	**
Grocery						
Safeway Stores .... (Includes Canadian operation. 4 weeks & 8 weeks ended Feb. 23)	194,077	+ 3.7	388,134	+ 5.7	2,061	2,055
Acme Supermarkets (Includes Alpha Beta. 4 weeks & 47 weeks ended Feb. 23)	83,178	+ 2.0	974,702	+ 4.6	858	845
Winn-Dixie ..... (4 weeks & 32 weeks ended Feb. 9)	64,889	+ 6.5	506,928	+ 7.4	601	547
Drug						
Walgreen	27,036	+ 5.1	54,052	+ 3.9	465	468
Peoples Drug	8,794	+11.6	17,859	+10.7	222	207
Auto Supply						
Gamble-Skogmo ... (Company also reports 1,879 dealers stores in Feb. '63 and 1,922 in Feb. '62)	12,055	+24.9	25,553	+24.9	363	339

leading companies

	February '63 000 omitted	% Change '63 vs. '62	Cumulative 2 mos. 000 omitted	% Change '63 vs. 62	No. of Stores 1963	No. of Stores 1962
Western Auto (Retail Sales)	6,286	+ 2.2	13,156	+ 1.7	418	410
Western Auto (Wholesale and Retail Sales Combined)	20,436	— 3.1	43,715	+ 1.4	4,290	4,137
White Stores	3,802	— 5.3	7,126	— 4.4	102	86
Furniture						
Sterchi Bros. ..... (February and 12 months)	1,001	—17.2	18,498	+ 0.5	46	46

* Fiscal year begins February.

** Figures for number of stores not available.

NC No change.

FINANCIAL REPORTS OF LEADING CHAINS

	Sales 000 omitted		Earnings 000 omitted	
	Latest period	Previous Comp. period	Latest period	Previous Comp. period
Cook Coffee Co. ..... (52 weeks ended December 29, 1962)	$139,776	$120,973	$2,090	$1,443
J. S. Dillon and Sons, Store Co., Inc. ..... (6 months ended December 29, 1962)	49,979	48,592	734	517
Fanny Farmer Candy Shops (26 weeks ended December 29, 1962)	11,989	10.987	267	405
M. H. Fishman Co., Inc. .. (year ended December 31, 1962)	26,355	22,263	425	373
Food Mart, Inc. ..... (39 weeks ended December 29, 1962)	63,712	58,414	916	789
Franklin Stores Corp. .... (6 months ended December 31, 1962)	32,482	28,881	568	710
Gamble-Skogmo, Inc. .... (year ended December 31, 1962; figures include leased departments)	174,386	139,781	11,307	6,115
Gray Drug Stores, Inc. and Subs. ..... (12 months ended December 31, 1962)	48,776	41,486	700	838
Hill's Supermarkets, Inc. .. (52 weeks ended December 1, 1962)	67,396	53,379	601	592
S. S. Kresge Co. ..... (year ended December 1, 1962; sales for the previous comparable period have been restated)	450,507	426,099	9,014	8,863
Kroger Co. ..... (year ended December 29, 1962)	1,947,571	1,842,343	20,424	16,953
Montgomery Ward and Co., Inc. ..... (52 weeks ended January 30, 1963)	1,425,188	1,325,941	20,416	15,859
Peoples Drug Stores, Inc. . (year ended December 31, 1962)	108,439	98,667	1,517	1,986
Safeway Stores, Inc. ..... (52 weeks ended December 29, 1962)	2,509,644	2,538,032	39,271	36,602
Stop and Shop, Inc. ..... (28 weeks ended January 13, 1963)	174,382	163,461	2,168	1,834
Super Valu Stores, Inc. .. (52 weeks ended December 29, 1962. Earnings for 1962 do not reflect net loss of $657,601 from liquidation of subsidiary.)	302,241	247,138	2,301	1,820
White Stores, Inc. ..... (year ended December 31, 1962)	58,849	54,029	1,028	1,984
F. W. Woolworth Co. .... (year ended December 31, 1962)	1,110,427	1,061,402	48,479	46,405

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EXCELLENT SHOPPING CENTER Locations

Edward J. DeBartolo

NOW LEASING

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AKRON SQUARE PLAZA
ANDERSON, INDIANA
ANDERSON MALL
CLEVELAND, OHIO
NORTHFIELD SQUARE PLAZA
EAST LIVERPOOL, OHIO
ST. CLAIR PLAZA
ERIE, PENNSYLVANIA
ERIE CENTRAL MALL
FINDLAY, OHIO
FORT FINDLAY VILLAGE
GLEN BURNIE, MARYLAND
GLEN BURNIE MALL
JACKSONVILLE, FLORIDA
NORMANDY MALL
KOKOMO, INDIANA
KOKOMO MALL
MANSFIELD, OHIO
MANSFIELD SQUARE MALL
MELBOURNE, FLORIDA
BREVARD MALL
MENTOR, OHIO
GREAT LAKES MALL
MUNSTER, INDIANA
CALUMET SHOPPING CENTER
NEW CASTLE, PENNSYLVANIA
LAWRENCE VILLAGE PLAZA
PORT HURON, MICHIGAN
BLUE WATER MALL
POUGHKEEPSIE, NEW YORK
HUDSON PLAZA
RICHMOND INDIANA
RICHMOND MALL
TOLEDO, OHIO
FRANKLIN PARK MALL
YOUNGSTOWN, OHIO
AUSTINTOWN PLAZA
BOULEVARD SHOPS

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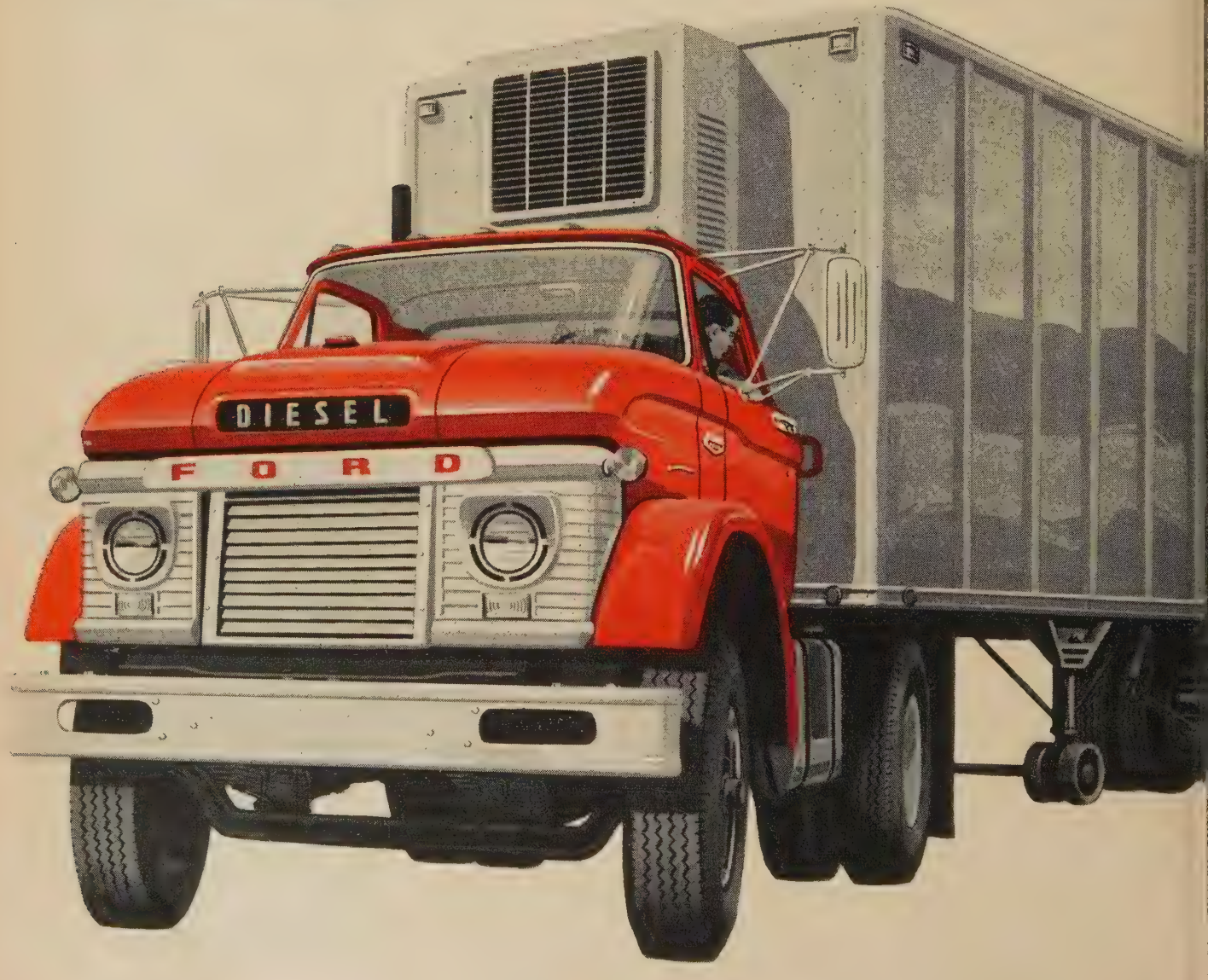
SKyline 8-4531

LOOK WHAT'S NEW IN '63 FORD TRUCKS!

NEW 89″ BBC LINE FOR LONGER LOADS, BETTER MANEUVERABILITY!

Only 89 inches from bumper to back of cab, Ford's brand-new "N" Series tractors take 40-ft. trailers in 50-ft. states. Priced between conventionals and tilts, they range from 15,000-lb. GVW to 76,800-lb. GCW. Both single- and tandem-axle models are offered, also a wide choice of gas engines and Diesels, including Cummins straight six and V-6, and Ford's "city-size" 330-cu. in. six-cylinder Diesel.



New models! New engines! New reliability features throughout the most complete line ever offered by FORD

NEW! V-6 and V-8 Cummins Diesels cut engine weight!

New ideas in Diesel engine design save weight, save space, save fuel! Over 700 pounds lighter than other Diesels, the all-new Cummins V-6 and V-8 Diesel engines can add 35,000 ton-miles a year to a highway tractor's earning ability. Compact, lightweight and easy to service, the new 588-cu. in. V-6 develops 200 horsepower . . . the new 785-cu. in. V-8 produces 265 horsepower.

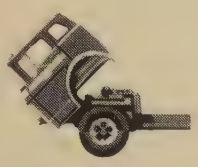
NEW! Broad choice of tandem models!

For 1963, Ford offers you tandems in every type of truck: conventional, lo-tilt, hi-tilt, new "N" line with Diesel or gas power! You have a choice of three different *types* of weight-saving suspensions, plus severe-service units for GVW's up to 75,000 lb.!

NEW! Ford conventionals with V-6 Diesel power!

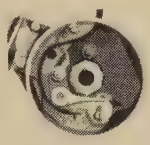
Now, for the first time you can get rugged Ford conventional trucks with low-cost Diesel power! Ford "F" and "T" Series up to 65,000-lb. GCW now offer the new 200-hp Cummins V-6 Diesel, Ford gas engines up to 534 cubic inches.

NEW! City-size Ford Diesel for tilts and new 89-in. line!



Ford's 330-cu. in. six-cylinder Diesel gives improved economy in city delivery work. You can expect about twice the miles per gallon in a typical city peddle operation . . . even more in high-idle and part-throttle service. Available in Ford 87" BBC tilts and 89" BBC conventionals.

NEW! Transistorized ignition—ends 3 out of 4 ignition tune-ups!

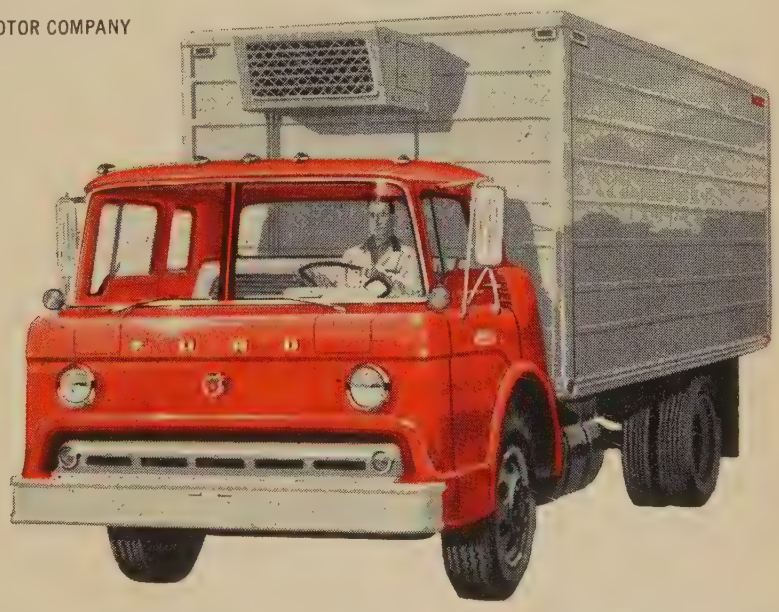


New electronic breakthrough, Perma-Tuned ignition! Transistors relieve points of heavy current, keep plug voltage high at all speeds. Points and plugs last longer; high speed performance is better; no distributor condenser to fail. Available on all Super Duty V-8's.

NEW! Over 30 major reliability advances!

Extra protection from "small" troubles that can tie up a truck: New double-sheathed speedometer cables! New long-life electric bulbs! New weather-sealed wiring connections! Extra durability in big components: New rust-resistant cabs! New stronger axles, frames, brakes. All designed to give you longer lasting, more trouble-free trucks—at your Ford Dealer's now!

FOR 60 YEARS THE SYMBOL OF DEPENDABLE PRODUCTS Ford MOTOR COMPANY



FORD SHORT-BBC TILT CAB FOR BEST MANEUVERABILITY

Best maneuverability and high front axle loading with set-back front axle. The Ford C-Series tilt-cab trucks provide a 55½-inch BA and very short wheelbases for top maneuverability. Bigger share of the load goes on the front axle—permits bigger loads legally. GVW's from 19,000 to 36,000 lb., GCW's to 65,000 lb. Ford city-size 330 Diesel in C-6000 and C-7000.

FORD TRUCKS | For Outstanding Reliability & Durability

Why spend $10,389 to haul trash? Get a Brulé Gas Incinerator

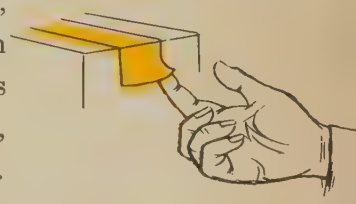
Add it all up. A typical $40,000 a week supermarket pays $10,389 a year to clear its trash. A Brulé Gas Incinerator costs just $2,260.44 a year to operate. Result: savings of $8,129 a year. Other benefits: Clean Brulé Gas Incinerators burn rubbish completely—no smoke, no odor, no fly ash. Gas incinerators build good will—end mess and clutter in the aisles—take no profit-making floor space; prevent costly pilferage...by getting rid of cartons, cans, other places of concealment. Gas incinerators are low-cost to operate...anybody can work one, need no maintenance, use safe, dependable economical gas. No wonder more and more mass merchandising operators are switching to Brulé Gas Incinerators. Call your Gas Company. Or write Brulé Incinerators, 13920 S. Western Avenue, Blue Island, Illinois. FOR WASTE DISPOSAL...GAS IS GOOD BUSINESS

AMERICAN GAS ASSOCIATION, INC.

Reinforced **Strippable** Sealing Tape now makes it possible to open a carton faster and safer than ever before. Time studies show that the tape can be stripped off, flaps opened and product ready for price marking in just **6 seconds!** There's no damage to contents with Reinforced Strippable Tape, either, because no knife is needed. And, because there is no damage to the carton, it can be easily reused or knocked down.

The Reinforced **Strippable** Tape closure method requires only **two strips** for sealing. This cuts packaging costs as much as 66%, makes the closure stronger, and protects the contents against dirt, dust and contamination.

Reinforced **Strippable** Sealing Tape now gives you one more way to cut costs, stop damaged merchandise and plug profit holes. Specify new **Strippable** Tape carton sealing on your orders, tell suppliers about its special features, and use it in your own warehousing and manufacturing operations. Free samples are ready now to help you demonstrate faster, safer carton opening with **Strippable** Tape. Write us at 69 Starkey Avenue, Attleboro, Mass., today.



AMERICAN SISALKRAFT COMPANY

DIVISION OF ST. REGIS PAPER COMPANY

Slammed, banged, twisted and tortured

...over 1,000,000 times without breaking down!

Rugged Slam Test plus Dual-Moment Test by Independent Labs Prove Kawneer 190 Superior

Using the full spring force of a closer with no hydraulic checking action, a Kawneer 190 door was slammed against a racking block more than a million times! This severest test of a door's strength was conducted by an independent testing laboratory.

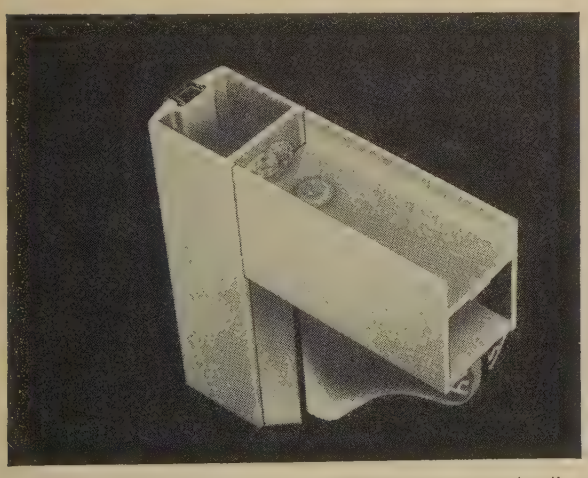
Their report states that after testing, there were no cracks, corner damage, loose bolts, broken welds or twisted rails. There was no damage, nor sign of wear to hinges and fastenings. Clearances at head, jamb and sill remained constant. Diagonal dimensions were unchanged—proof the 190 didn't sag. The lock-in glass stops were still tight.

Results of Dual-Moment Testing on Doors by Major Manufacturers. Another Independent Laboratory subjected the Kawneer 190 and eight well-known competitive doors to the tortuous dual-moment lever arm and torque test . . . applying forces of common door failure. The corner of the 190 door held fast against a load of 200 pounds. The average performance of other doors tested was failure at 98.7 pounds load.

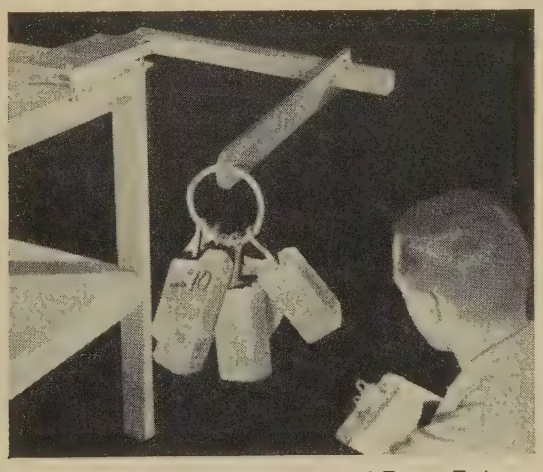
Dual-Moment Test—Lbs. Applied Before Failure		
Kawneer 190.....205 lbs.	Brand 3.....60 lbs.	Brand 6.....130 lbs.
Brand 1..... 55 lbs.	Brand 4.....55 lbs.	Brand 7.....100 lbs.
Brand 2.....195 lbs.	Brand 5.....85 lbs.	Brand 8.....110 lbs.

Affidavits of Independent Test Reports are available when request is submitted on your letterhead.

The Kawneer 190 door is better, competitively priced and installs faster. And now it is available in *Kalcolor (black, gold, amber) as well as Alumilite 204-R1 finish.



Rack-proof . . . The strongest corner construction ever! Kawneer doors are welded four times at each corner with a secured reinforcement.



Dual-Moment Lever Arm and Torque Test . . . Simulates the most common, failure-causing loads submitted on door corners.

*Licensed trade-mark of Kaiser Aluminum and Chemical Corp.

Kawneer

Kawneer Company, A Division of American Metal Climax, Inc.
Niles, Michigan • Richmond, California • Atlanta, Georgia • Kawneer Company Canada Ltd., Toronto, Ontario, Canada

Pittsford Plaza Shopping Center, Pittsford, N. Y. Gen. Contr.: Wilmorite, Rochester; Consulting Engr.: J. L. Bettinger, Rochester; Heating Contr.: A. Burgart, Inc., Rochester

The Music Lovers' Shoppe at Pittsford Plaza is heated by Janitrol duct furnaces, ceiling-suspended in the rear storeroom. Heat is efficiently distributed to the retail area through inconspicuous, circular, ceiling outlets. Manager Vince Meleo reports, "During winter months our heat is turned down overnight. About 5 minutes after opening in the morning, temperature is back to the comfort stage."

In the Pittsford Plaza Sherwin-Williams paint store one compact Janitrol 67-Series gas-fired unit heater effectively heats the entire sales area. The ceiling-suspended unit uses no valuable floor space and its modern, functional design does not detract from the decor.

The new Pittsford Plaza combines the charm of authentic Early American design, a one-stop selection of quality merchandise or services and over 30 acres of convenient parking for residents of Rochester's eastern suburban area. Thirty-two stores heat with top efficiency and economy. Ceiling-suspended Janitrol gas-fired unit heaters and duct furnaces turn the trick. These compact heating units with individual thermostatic control are sized to give fast, evenly-distributed heat in smallest shop or largest retail store.

Being ceiling-suspended, these Janitrol units don't need floor space or an "equipment room." Store operators can utilize more floor space for sales or stock. Janitrol unit heaters install *fast*. And they're easily moved, readily adaptable for future expansion and modernization needs.

FREE INFORMATION—Janitrol commercial-industrial specialists will gladly supply latest data on heating and air conditioning equipment. Call them without obligation. They're listed in the Yellow Pages. For your files, we offer an informative 16-page brochure covering commercial product lines and applications. Write for Form JS-151P.

JANITROL® DIVISION M-R

MIDLAND-ROSS CORPORATION, COLUMBUS 16, OHIO

NEW FREEDOM IN DESIGNING CHAIN STORES WITH

STEEL FOR FLEXIBILITY, HIGH-TENSILE STRENGTH, EXTERIOR BEAUTY

By **WILLIAM P. LARKIN**
Associate Editor

■ Not so long ago, once you said "strength and economy" you had said nearly everything significant about steel. But today, chains are finding that new engineering techniques can squeeze tremendous design flexibility out of familiar structural steel, and high strength steels allow a combination of architectural ingenuity, sound engineering and economy which would be hard to duplicate.

On top of all this, special purpose steels are becoming one of the architect's most important tools in achieving a dramatically styled store exterior at minimal cost.

With pre-engineered steel building systems, a far cry from yesterday's "prefabs," a chain can put its building program on a much tighter rein. And the chain can end up with a beautiful, easy to maintain building besides.

Where steel walls once seemed fit only for barns and grain silos, new aluminized steels in the hands of a capable architect can give a chain an easy to maintain, good looking exterior. These special purpose steels can be had in a wide range of colors and textures which can blend beautifully with other materials used.

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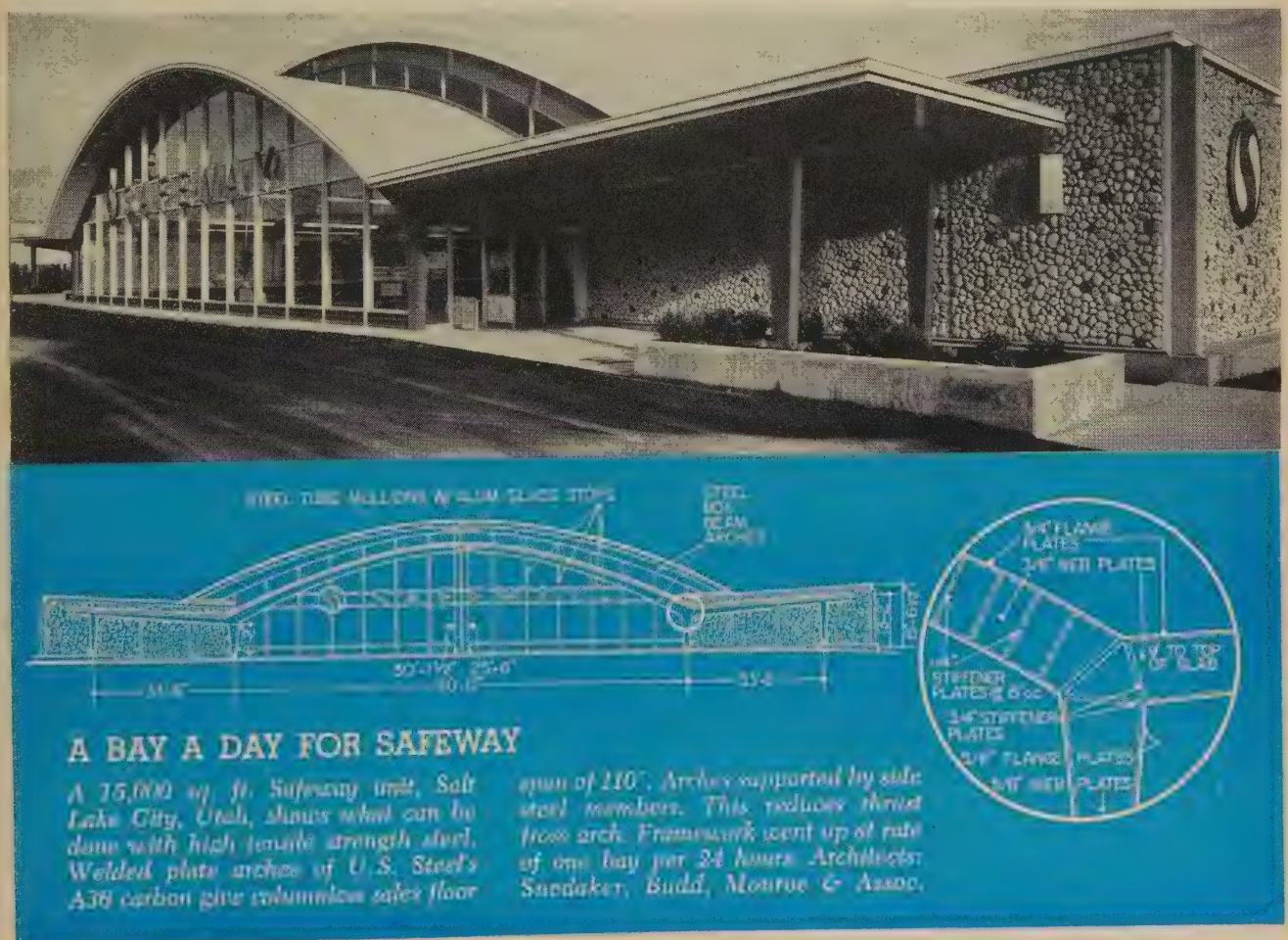
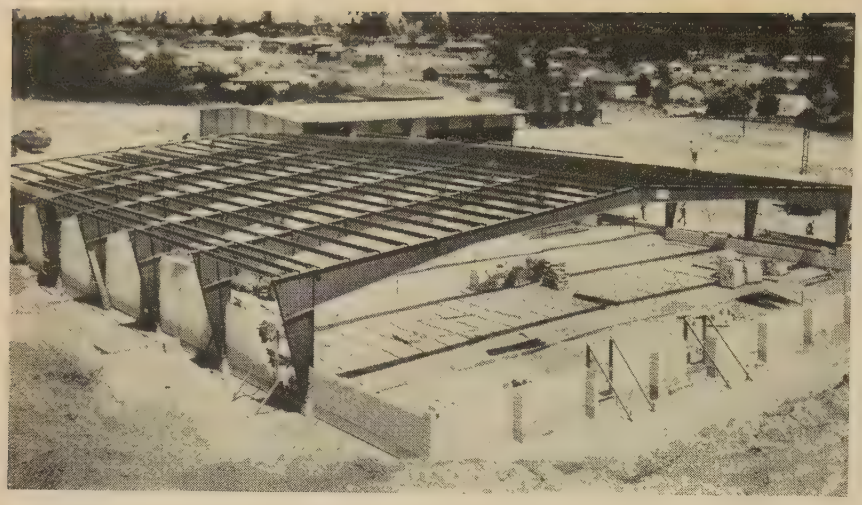


A BAY A DAY FOR SAFEWAY

A 15,000 sq. ft. Safeway unit, Salt Lake City, Utah, shows what can be done with high tensile strength steel. Welded plate arches of U.S. Steel's A36 carbon give columnless sales floor span of 110'. Arches supported by side steel members. This reduces thrust from arch. Framework went up at rate of one bay per 24 hours. Architects: Smedaker, Budd, Monroe & Assoc.



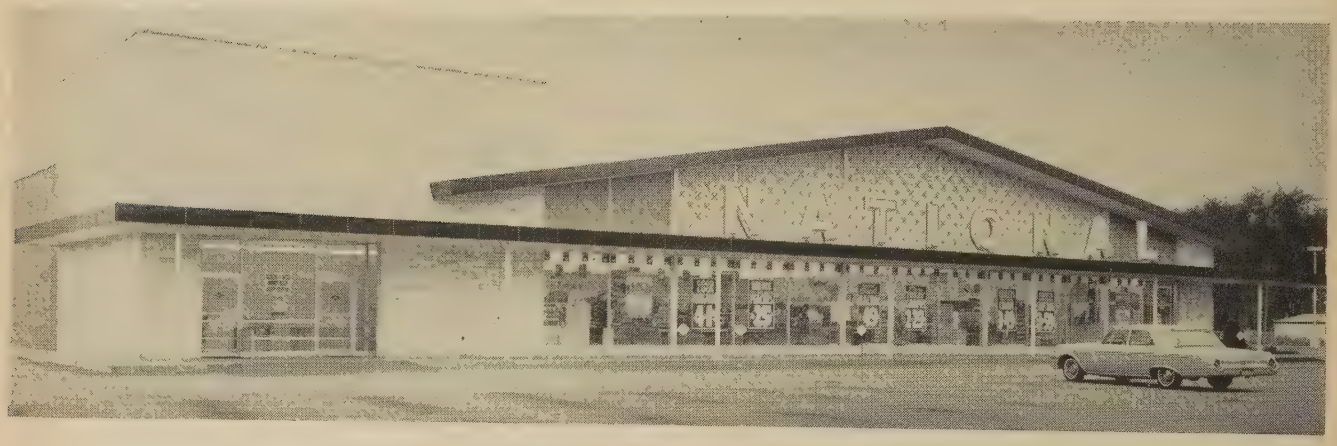
"WRONG-WAY" COLUMNS ENLARGE SUPERMARKET INTERIOR

Outward slant of wall columns of this X-L Sooper market in Normandy Park, Seattle, allows straight line interior wall.

The design gives maximum selling space. And the exposed steel beams give the market's exterior a dramatic architectural effect.

However, this design could be a poor bet in cold areas. The reason for this is that the exposed steel beams can conduct cold inside the store building.

PRE-ENGINEERED STEEL BUILDINGS



PRE-ENGINEERED NATIONAL TEA STORE HAS LONG-SPAN LOW-SLOPE ROOF

Speedy erection of a 120 foot clear span under a roof which rises only two feet vertically for every 12 feet of horizontal distance led National Tea Co., Chicago-based supermarket chain, to choose one of Armco's pre-engineered buildings for this 14,600 square-foot Chicago store. For easy maintenance, National Tea chose Armco's Steelox Panel Roof Covering. Steel panels have a hot-dip coating of aluminum for high weathering and heat reflectivity performance. Enough heat is reflected away from the building to reduce "normal" air conditioning requirements significantly. Engineers and designers, Gokbudak and Weber, Chicago, individualized the store with a Georgia marble pilaster, ceramic tile gable facing, and porcelain enameled steel canopy and fascia trim. The pre-engineered building demonstrated its adaptability to expansion from the start. A 4,000 square-foot flat roof structure was added to the main store to achieve a homogeneous architectural "blend."

HESTEDS BLENDS STEEL SIDEWALL PANELS WITH BRICK AND GLASS FACADE

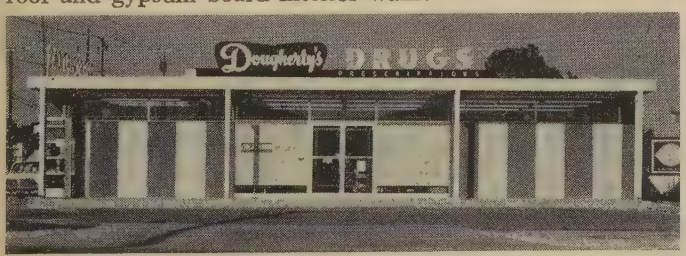
For Hesteds' department store in Denver, architects Warren A. Flickainger and Associates, Denver, wanted the entire building faced with Butler Manufacturing Co's. steel Monopanls. "Beauty, low upkeep, and easy installation" were the architects' reasons. Hesteds, headquartered in Omaha, has great respect for Butler as a manufacturer of building components for grain silos. Flickainger had to fight "every inch of the way" to overcome Hesteds' reluctance to accept the fact that Butler steel panels would not give a "cheap" look to the store. The roof of the store is 26 ga. galvanized steel.

ARE NO LONGER "PRE-FABS"

Armco

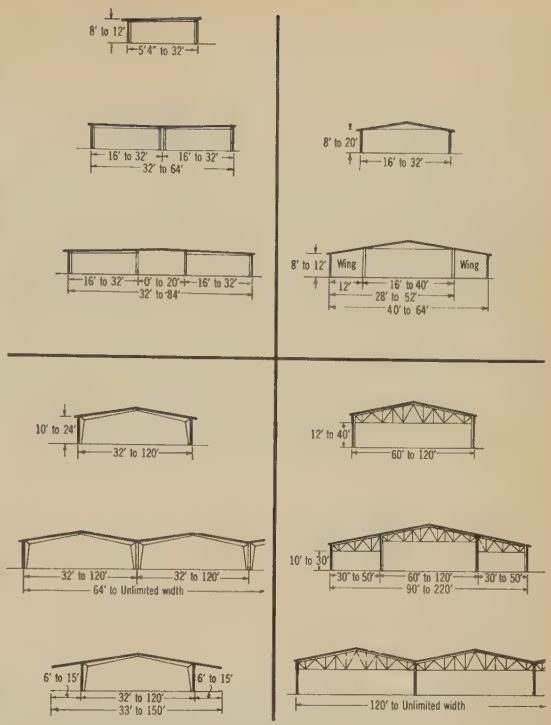
PRE-ENGINEERING SPEEDS COLD WEATHER CONSTRUCTION

This 11,000 square foot Woolworth store in Riviere du Loup, Quebec, opened for business about three months after work began, despite sub-zero temperatures which would have slowed masonry construction. The store has aluminized steel roof and gypsum board interior walls.



HOW PRE-ENGINEERED BUILDINGS SERVE THE SMALLER CHAIN

Dougherty Pharmacy Co., Dallas, Texas, wanted low cost, low maintenance, and an attractive store. Armco's simplest rigid-frame building type fitted this small chain's needs exactly. Columns, extended roof line, and colored steel facing panels dressed up what might have been a very prosaic structure. The building has Steelox roof.



PRE-ENGINEERING GIVES CHAINS WIDER DESIGN RANGE

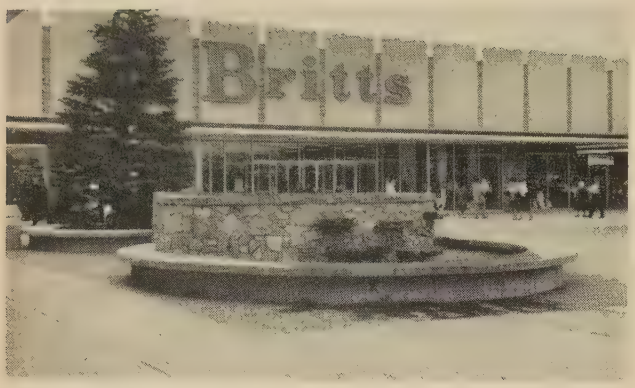
Manufacturers of pre-engineered steel buildings don't use the word "prefab" any more for the best of all reasons: they don't make prefabs any more. Prefabs used to be offered in one or (rarely) two basic building types. They offered economy and the buildings showed it.

Today, manufacturers specializing in pre-engineered systems offer standard, factory-precise pre-engineered parts and pieces that can be combined in thousands of ways to create a range of building shapes geared to any "image" a chain has established for itself, or would like to establish.

With such a pre-engineered system, a chain can select a rigid-frame basic structure from twelve clear-span widths running from 20 to 120 feet. The chain can choose from several wall heights and load-bearing methods. Any attempt to combine "traditional" facing materials with the corrugated sidewalls of the old "prefab" was a bastard job which only emphasized the building's basic awkwardness. But now, a manufacturer such as Armco offers chains sculptured panels which provide a true curtain wall. Facings of the building can be finished with masonry, glass, or other facade materials.

A pre-engineered building is not only made up of extremely adaptable components, but the finished building itself is a component in a flexible building system. Almost any imaginable combination of the basic rigid-frame structures can be worked out. This means that a chain need not invest in any more space than it needs at a particular moment. Later, at its own convenience, the chain can add new buildings without having to redesign the whole structure. Chains can choose from several basic framing types such as these rigid-frame structures offered by Armco Steel Corp. (above).

WHAT'S IN A NAME?



Britts sign has oversize first letter like N in Newberry sign. Store's architect wanted equal-sized letters but Newberry said no. "High sign visibility is part of strategy to establish name," says construction director Ewen.

Newberry is shooting for a totally different effect with the sign for its Wm. Tally House cafeterias. These unevenly-lettered red wooden plaques flanking a nail-studded doorway give the "Colonial Inn" touch.

■ Sometimes a chain can do too good a job of establishing its image. When J. J. Newberry Co. decided to diversify into the department store field, it found that the quality variety store image it had worked hard to build up seemed to be keeping customers from accepting the new lines the chain was carrying. Worse than that, some suppliers were frankly unwilling to sell to a "variety chain." The answer was pretty obvious. Newberry had to enter the department store operation and select a name.

"Do you think that's a simple thing to do?" asks Richard Ewen, Newberry's construction director. "So did I, until we started running possible names through our legal department for clearance. Every name which we thought accurately described our new venture was either copyrighted or was so close to a copyrighted name that it was unusable. The only thing left was to give the operation the name of an individual."

The choice of name was not long in coming. In 1928 the variety chain had acquired a small chain of stores called Britts. The name was short, easily remembered, would lend itself to graphic design without too much trouble, and best of all it was all *Newberry's*. It is not known whether anyone thought to open a bottle of champagne at Newberry's Fifth Avenue headquarters to toast the christening of the Britts stores, but it is to be hoped this was not done, because Newberry had another naming job.

The chain had decided to open up several high quality cafeterias within its stores along the Eastern Seaboard. This operation would be modeled after the very successful Holland Houses which Newberry operates on the West Coast. But the eastern res-

EAGLE SAVES MAN-HOURS

■ Eagle Food Centers, Inc., is saving 50 man-hours per week by using self-dumping hoppers and lift trucks for warehouse waste.

Five self-dumping hoppers, each of 2 cu. yd. capacity, quickly and efficiently police the pre-package room, banana work room and the truck dock at Eagle's Milan, Ill., warehouse. According to Charles N. Miner, superintendent of transportation, labor cost savings paid for the hoppers within six weeks after they were installed by the manufacturer, Roura Iron Works, Inc., Detroit.

In produce pre-package room, flight conveyor discharges husks and trimmed tips to hopper which handles waste of up to 50 cases of corn.

Trimmed banana sticks are tossed into hopper which has reduced downtime on line formerly needed for changing and dumping waste barrels.

ASK NEWBERRY

taurants would have to have a completely different atmosphere. Newberry wanted the image of an old New England inn, even if the rattle of self-service trays had to replace the solid sounds of old pewter mugs. Picking a name for these restaurants that would evoke such an image meant careful sledding to avoid being cute. But when the chain came up with a short list of names it felt gave it the image it wanted for the restaurants, the old copyright dragon popped up again and it soon became apparent that the only safe course Newberry could follow would be to give the restaurants a name which would be undisputably the property of Newberry.

It would certainly have been convenient if Newberry already had title to a name which would have fitted the restaurants as neatly as Britts fitted the department store operation. But this was not the case. At one of the many discussions about the problem, someone suggested that Newberry's had faced naming problems before. A high fashion operation run by the chain had been given the name Taylor's, after Newberry's merchandise specialty manager, Robert Taylor. And the name of another Newberry executive, Douglas Meredith, was attached to a line of sporting goods carried by the chain. With the precedent set for using an executive's name, Newberry executives now faced the problem of diplomatically selecting the right name. This was quickly solved when somebody realized that if Newberry could have had any name it wanted for these "old New England inns," it would have selected something like "The Tally-Ho House." With one of Newberry's real estate vice presidents named William Tally, the next step was obvious.

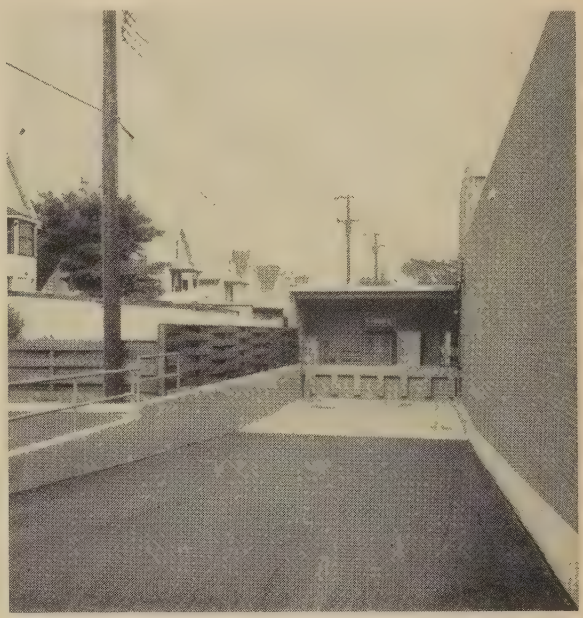
Kroger on the level

■ The unloading of high stacked pallets of incoming merchandise is a problem that seems to have been solved in the free standing supermarkets of the Kroger Co. in northeastern Ohio.

The stores have now got ramps that have been constructed to decline to the stockroom and sales area.

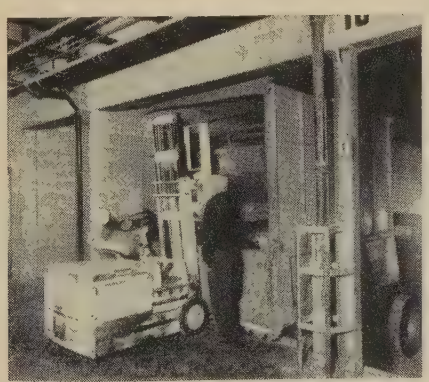
A trailer loaded with merchandise can now back down the ramp so that its floor will be level with the floor of the stockroom and sales area.

This new system, says Kroger, facilitates fast, easy and economical unloading of merchandise.



WITH SELF-DUMPING HOPPERS

Lift truck moves filled hopper from trim room to trash truck loading area. Hoppers are mounted on skids designed for easy fork entry.



Release mechanism enables hopper to rock forward to discharge contents into truck. Hopper automatically rights itself and locks.

Once a week, accumulated waste is swept into hopper. The self-dumping hoppers have cut dock clean-up time by four man-hours.

PLENTY OF TOPICS FOR ICSC CONVENTION

■ Chain store executives planning to attend the annual convention of the International Council of Shopping Centers will have a wide range of sessions to choose from.

Industry-wide interest in the university theme of the convention, which will be held in June in Montreal, is running high. So much so, according to program chairman Ralph Biernbaum, that six more classes were recently added to the curriculum and other additions are likely in the near future. Biernbaum, an ICSC trustee, is vice president of Food Fair Properties.

With only two months to go to convention time at Montreal's Queen Elizabeth Hotel—the exact dates are June 2 to 5—there are now 28 different subjects being offered in the Schools of Leasing, Financing, Construction, Management, and Merchandising and Promotion.

"The workshop sessions and roundtable discussions will represent a wide range of interests. So that participants can get the most value out of the convention, they will select their own classes," Biernbaum told CHAIN STORE AGE.

The faculty of deans and instructors, chosen from the ranks of ICSC members, will be experts in their respective fields.

A full range of other convention activities also is being planned. Included is a Planned Analysis Session in which members of the board of the Urban Land Institute will deliver extensive critiques on the plans, design features, financing and potential of one or more proposed new shopping centers.

Another integral convention activity will be an exhibit of center building and maintenance equipment and services.

Convention participants will also tour some of Montreal's finest shopping centers and newest real estate developments.

Convention Chairman Leo Goldfarb has announced plans for a President's Dinner-Dance, the first at an ICSC convention. The gala event will be held Tuesday evening, June 4, at the Queen Elizabeth.

Chairman Goldfarb, managing director of Ivanhoe Corp. and vice president of Steinberg's Ltd., both of Montreal, said the 18-man convention arrangements committee is busily arranging a series of special events for the ladies.

Tentatively planned are a luncheon fashion show, a sightseeing tour at Montreal and the Laurentians, and a ladies class in which wives can learn more about centers.

The registration fee is $70 for members of the ICSC and $140 for non-members. Included in the registration fee are three breakfasts, three luncheons, bus tour, all class sessions, pre-convention cocktail party and get-together, and the President's Dinner-Dance.

Further information and registration forms can be obtained by writing the International Council of Shopping Centers, 342 Madison Avenue, New York 17, N.Y.

GEM'S NEW CEILING CUTS AIR CONDITIONING COSTS

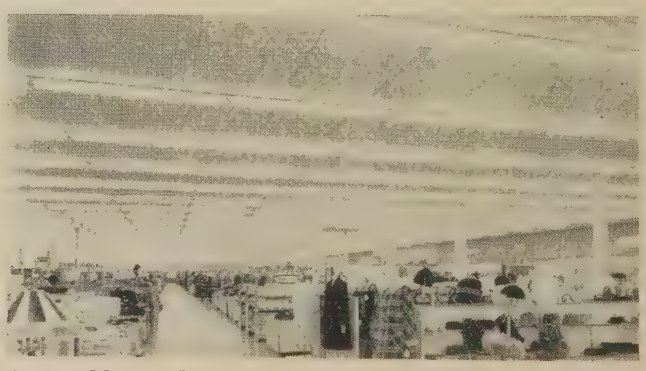
■ "Low overhead" takes on a literal meaning at GEM International's 131,503 square foot discount store in Harrisburg, Pa. An acoustical ventilating ceiling keeps air conditioning costs to a minimum.

The ceiling, Ventilating Minaboard system manufactured by Armstrong Cork Co., serves as an air diffuser, interior finish and sound absorber all in one. Ventilating perforations allow air from a supply plenum to flow directly into the sales area throughout the ceiling surface. The air is constantly forced down to floor level by the steady pressure of new air coming down through the ceiling.

The ceiling eliminates the need for conventional type air diffusers and a network of feeder ducts. The entire 500′ long plenum above the ceiling is supplied by only four 50′ duct runs and one 25′ run.

This is one of the largest commercial building ventilating ceiling installations to date. It distributes some 86,000 cubic feet of air per minute over 2½ acres of floor space.

A minimum of duct work feeds conditioned air from five roof-top units into plenum space above ventilating ceiling. Uniform pressure insures even distribution.



No visible air diffusers in this huge GEM store! Thousands of perforations in the ventilating acoustical ceiling admit conditioned air from a common supply plenum.

ARCHITECTS DISCUSS SHOPPING CENTER PROBLEMS

■ "Why can't shopping centers and downtown areas be in balance?" a leading shopping center architect wants to know. Speaking at an architects' round table arranged by Lebhar-Friedman Publications in cooperation with the American Institute of Architects, architect Daniel Schwartzman said, "If we assume that the downtown shopping center is the regional shopping center for the center of the city, and the regional shopping center fulfills the same function for its geographical area, there is no reason why they must be necessarily destroying each other. They should be supplementing each other."

Albert Kennerly, of Skidmore, Owings & Merrill, advised chains to conform their individual logotypes and store front designs to the overall architectural framework of a shopping center. "Conformity to the whole concept is not weakness but strength. It certainly makes for better merchandising."

Lathrop Douglas thinks that "it is a great pity that the suburban shopping center has so little relationship to the neighborhood. I think that this is a fault of almost all the architectural planning in the country. We seem not to have an innate sense of planning. When you develop the downtown areas, the restrictions are much greater, but the possibility of doing a good job, in some respects, is a little easier.

In the suburbs, shopping centers have been growing without restrictions and usually seem to me to have absolutely no relationship to the area whatever. They are little islands by themselves. I don't know what the answer is or how to get around the problem. But I think that this is a problem which should receive from a planning point of view a great deal more attention than it has in the past."

Said Sherwood Duffy, of Kahn & Jacobs, "I think that the shopping center is now competing with the downtown area, whether it is a hotel for transients, an apartment, or a place to shop or go to the movies. All of this is now being put into a shopping center rather than into the downtown area. Our office has a center on the board now which will include a 23-story office building, a 350 room motel, two department stores, small stores, a supermarket, all on a 23-acre site."

"I think that we should make a tremendously stronger effort to control design, to work with our clients to try to convince them of the value of good design," said Charles Stanton, Charles Luckman Associates. "I would like to make a plea for all of us to work harder at the problem. We tend to look for formulas, and easy answers. We apply these formulas without due regard to where the center is going. There are many things we can't control in development, real estate, merchandising."

WHAT'S NEW IN AIR CONDITIONING EQUIPMENT

■ Improvement in centrifugal compressors was the strongest single impression A. I. McFarlan, New York air conditioning engineer and contractor, took away from the International Air Conditioning Exposition held in February in New York City.

He evaluated the exhibits at the request of CHAIN STORE AGE.

"Much is being done to reduce the size of centrifugals and improve their general appearance," reports McFarlan.

"The tendency is very definitely toward single stage wheels, and this is a move in the right direction. There are unlimited possibilities of using centrifugal compressors to reduce the customary 1 HP per ton by reducing compression ratios, i.e., cooling the water in stages.

"Where more than one wheel is used on a compressor, it is necessary to presuppose the compression ratio for greatest efficiency. As long as the compressor is in service for the presupposed ratio, it is efficient. For variable compression ratios, as obtained in actual practice, the single stage is more efficient over the wide range of usage which is necessarily obtained."

"Centrifugal compressors are being increased in speed, which is a step forward just so long as the developments and materials keep step," he points out. "For many years slow speed reciprocating equipment gave excellent service and operated 20 years or more. As the competitive market tended to cheapen compressors, problems developed and the life of the present, high speed compressor is not to be compared with the old-fashioned slow speed, although it is probably a much better piece of equipment."

McFarlan hopes that "centrifugal compressors do not meet

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WOOLWORTH CUTS TRASH REMOVAL COSTS

■ Trash removal time is being held down to about one hour a day at a Woolworth store in West Gate Shopping Center, Macon, Ga., according to manager E. S. O'Conner. O'Conner finds this quite a contrast with the trash removal headaches he had at a store he managed in Charlotte, N.C.

"We had a real problem there with our empty boxes and trash," O'Conner said. "We were at the mercy of the salvage company which picked up the trash at its convenience. Often there were long intervals between pick-ups, and the trash accumulated. We had to break down the boxes so that they would not take up too much space. And we needed a special room to store them. This meant extra labor and loss of valuable space."

"These problems don't exist in Macon," said O'Conner. "As soon as a few empty boxes and trash begin to accumulate, we throw them into the Brule incinerator, put a match to them, and they are gone in a few minutes. I don't think we spend more than a total of one hour per day in trash removal." Besides the obvious considerable saving in labor costs, O'Conner sees two other advantages:

High draft roars through triple-combustion chamber leaving only 0.002% of original volume in ashes.

► Woolworth saves by not having to pay a salvage company.

► No combustible rubbish to create a fire hazard.

The unit handles every sort of trash Woolworth encounters: empty boxes, paper; counter trash; floor sweepings and dry trash from the soda fountain. Special receptacles make it easy for sales girls to collect small trash.

Ashes accumulating from the incinerator fill about one ash can per week.

G.E.S. solves problem in an even bigger way

■ A big brother of the incinerator at Woolworth's Macon, Ga., store is solving a high volume trash problem in a 105,000 square foot "closed door" G. E. S. leased department store in Louisville, Ky.

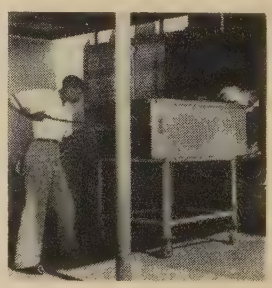
From almost the first day of operation in 1960, the G. E. S. store had a major trash disposal problem.

Hauling expenses were getting out of hand. And opportunities for pilferage by concealing merchandise in "empty" cartons were nearly ideal. G. E. S. figured that eliminating trash hauling could save about $2,500 a year. At this rate, even without figuring reduced pilferage and a better selling atmosphere in a neater store, an incinerator could pay for itself after about four years.

The discount store called in Brule Incinerators, Blue Island, Ill., to make a survey of both the volume of trash hauled away each week and the peak loads encountered since the store opened.

The incinerator has operated almost every day since December, 1961. It is operated by natural gas burner with an input of 300,000 B.t.u./hour. Burning is from the top down. And combustion is so complete that ash hauling is on a two-week basis.

"We don't have to take store employees away from other jobs to break up trash," says Robert Herzfeld, G.E.S. assistant store manager. "The incinerator can be loaded from containers at a comfortable distance."



CANOPY WILL GIVE NEW LOOK TO DOWNTOWN ATCHISON

■ A mall and canopy of reinforced concrete will be included in the urban renewal project for downtown Atchison, Kan. The mall area, which will include two and a half blocks, is designed for shopper comfort. The plan includes grassed areas, fountains, etc. Tentative cost estimate for canopy is $45,000 per block.

According to architect Louis J. Krueger of Topeka, Kan., low costs and simple maintenance are features.

A model of the canopy and mall was displayed at a meeting of the Urban Renewal Agency, which has given its final approval to the plan. The model was also displayed at a downtown store for public inspection. A periscope viewfinder attached to the display helps to orient the viewer.

photo: Atchison Daily Globe

NEW TAX CREDIT BENEFITS CHAINS

■ The 1962 tax law is designed to inject enthusiasm into the nation's businessmen, but there's been little cheering in the chain store industry. Most chain store executives have been watching and waiting to see what equipment will be eligible for the investment credit. Washington's hope is that equipment-buying will soar.

The more types of equipment eligible for credit, of course, the happier the taxpayer—but no one is making expansion plans on the basis of the investment credit alone. A 7% investment credit seems to be the law's promise to chain store equipment purchasers. The fact is that chain stores do benefit but the 7% figure is not all that it seems.

Buying based on needs

At any rate, the decision-makers base their buying on business needs, not on a minor tax credit. True, no one has changed his leasing or buying policy because of the credit available, but many have agreed that future expansion plans may be affected by the investment credit provisions.

According to H. G. Althouse, treasurer of Peoples Drug Stores, Inc., Washington, D. C., the 7% credit may affect expansion plans for 1964, but not much before that.

"The credit won't affect our expansion timetable for at least another year," he said, "but we're certainly happy about the law's effect on our liquid cash position."

The comptroller of a large clothing chain put it this way: "The law right now just helps our liquid cash position. When your business is cash-and-carry this is important. Basically we're merchandisers and we believe in putting our money into the merchandise we sell."

Other national chain executives feel that the usefulness of the credit provision depends on the extent to which state laws follow Washington's lead. (The investment credits, of course, are applicable for Federal tax purposes regardless of the legal classification of property—as personalty or realty—by the respective states.)

Still, some chain store executives see the new law as a gift horse—and they're not about to examine its teeth. These men are happy with whatever percent the benefit is, and they say so. Others say the law is "so much folderol" and point to the fact that, whatever the tax credit, it reduces the depreciation basis. The saving, they say, is hardly worth talking about.

Everyone agrees, though, that it's always nicer to have an extra sum of money in his own hip pocket and, in many cases, this is the effect of the tax credit. It frees cash for other uses; it lets you take a credit now rather than year by year.

One of the law's features which has definitely made chain store financial officers grimace is that the useful life of each item of equipment purchased must be separately accounted for. A separate useful life for each item will be a burden on the accounting procedures for many chain stores which have streamlined their depreciation records by multiple-asset assignments of useful life. One chain store executive, though, said, "Accounting problems will be increased, but this is no great factor. The additional accounting costs are nowhere near the savings available through the investment credit."

What is investment credit?

Specifically, the law allows a percentage of your investment in new and used depreciable property to be subtracted from your tax liability if the property has a useful life of four or more years. (Buildings and structural equipment are not, however, included in the tax credit provision.)

Property with a useful life of eight or more years is eligible for the full 7% investment credit; if the useful life is six or seven years, the credit allowed is 2/3 of 7%; and if the useful life is four or five years, the credit is 1/3 of 7%. One nice feature of the new law is that you are allowed the full tax credit against current tax liabilities in the year in which you buy equipment.

The credit may offset tax liability in full up to $25,000, but above that point only ¼ of the remaining tax liability may be offset. As the credit allowed may not exceed the tax liability, the law provides that any credit in excess of the current

continued on page E31

Guidelines for investment credit leasing

The investment credit is available to those who lease equipment in the same manner and to the same extent as if the lessee had purchased the equipment, except for the limitations and exceptions below:

- The equipment must be new.
- The useful life on which the investment credit is based is that set by the lessor.
- The lessee has the option of refusing the investment credit.
- The fact that the investment credit has been taken must be reflected in reduced rent deductions declared by the lessee.
- Once the lessee takes the investment credit, he is responsible for all accounting procedures involved, AND for repaying any part of the credit taken but not earned by reason of disposition of the equipment prior to the number of years of useful life claimed.
- The basis on which the investment credit is taken depends on the nature of the lessor. If the lessor is the manufacturer of the equipment, the basis is the fair market price. If the lessor is a leasing company or anyone but the manufacturer, the basis is the price that the lessor paid for the equipment.
- In every case, the lessee may take the investment credit ONLY AT THE ELECTION OF THE LESSOR.

New equipment and services

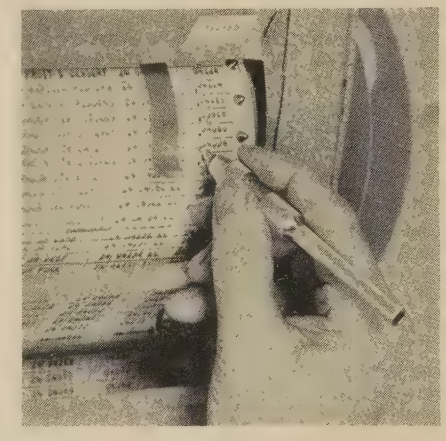
Low clearance ahead does not bother this Towmotor Model 462 fork-lift truck as it is fitted with a special low overhead guard just 76″ from the ground. Equipped

with a bucket seat which is two inches lower than the usual, the 3,000-lb.-capacity fork-lift provides 7¼″ more overhead clearance than the standard truck. Towmotor Corp., 16100 Euclid Ave., Cleveland 12, Ohio.

A 26-page "Glossary of Computer Terminology" has been re-issued by the General Electric Co. Some 400 computer-language words and phrases are defined in the booklet, and the centerfold illustrates G.E.'s newest all-transistorized GE-120 and GE-225 computer systems with peripherals, including Datanet-15 Data Transmission Controller. Contact Computer Department, General Electric Co., Phoenix, Ariz. for a copy. The booklet is numbered CPB-93BP.

A new "plug-in" commercial fluorescent lighting system is featured in a brochure by the Gibson Manufacturing Co. The brochure describes installation speed and materials savings which, according to the manufacturer, affords very high quality at a low cost, plus inherent flexibility that allows rearrangement and additional lighting to be installed without more wiring. Gibson Manufacturing Company, 1919 Piedmont Circle, N.E., Atlanta 9, Ga.

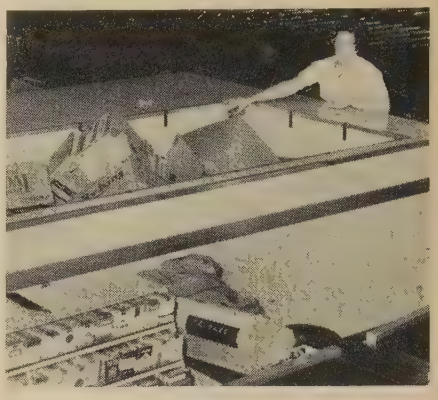
A new Telepunch five-channel tape data processor has been announced by Bonnar-Vawter, Inc. The unit is a portable, manually-operated machine used to create a common language punched paper teletype or transmission tape. It consists of a continuous forms control and feed mechanism operated by a conventional line hole punching along both sides of the form. Printed on a made-to-order teletype tape style paper, the form contains a specially-treated tape area. Coding in the tape, that is the making of punched holes for translation into electrical impulses, is done manually by means of a stylus against a precision machined and drilled drum to create the extremely close tolerance holes required. As an order clerk checks through the store aisles he can use Telepunch to record the quantity of each commodity needed. Then the order is placed in a telephone data tape transmitter and transmitted to the central tabulating room. Following a sort procedure, a tabulator printed "tandem" invoice and ware-



house pick order is prepared and both are sent to the warehouse where the order is filled. Contact Norman L. Hanna, Bonnar-Vawter, Inc., 96 Dunbar St., Keene, N. H. for more details.

For high intensity building front or sign board lighting, Spaulding's Concord Series utilizes two 800 or 1500 MA lamps and remote mounted epoxy encased weather proof ballasts and mount on standard ¾ inch conduit arms. Fabricated completely of aluminum with a hinged plexiglas door, the luminaires are weather proof aimed either up or down. Concord units are available in 4′, 6′ and 8′ lengths and have provisions for continuous row mounting. They are finished inside and out with a high gloss white baked enamel applied over a parkerizing pre-treatment. J. H. Spaulding Co., 3731 Dirr St., Cincinnati 23, Ohio.

Empty cartons, in which some shoppers prefer to carry their pur-



chases, are not always handy in the store. To save the time of check-out counter personnel and to avoid making other customers wait, the Globe Hoist Co. have designed a Box Bin Lift that is placed in the store. All available empty cartons are tossed into the bin which has a hydraulic lift platform that raises and lowers the bottom to keep cartons in easy reach. The bin measures 4 feet high, 4 feet wide, and 10 feet long; the bottom can be lowered 5 feet 8 inches. The up and down motion of the bin is controlled by a push-button located near the check-out clerk. Globe Hoist Co., East Mermaid Lane at Queen St., Philadelphia, Pa.

Simpson Timber Co. has published a 12-page catalog on acoustical ceiling products which include Pyro-Chem Protection (PCP). This protection is a Simpson process that impregnates every fiber of the acoustical tile with permanent fireproofing chemicals. Illustrations, technical information, specifications and suggested uses of Simpson's acoustical ceiling products are included in the catalog. Simpson Timber Co., 2044AC Washington Building, Seattle 1, Wash.

continued on page E28

STANLEY

MAGIC-DOOR® ELECTRIC OPERATOR with FULL-CYCLE DOOR CONTROL

prevents drafts and loss of conditioned air

ONLY STANLEY can offer an electric operator that positively holds a door in a closed or open position. Wind or building air pressure will not cause door to stand ajar, or be blown open. Both opening and closing cycles are powered for full-cycle door control.

William Barrett, manager of the Food Mart, Southington, Connecticut, says: "Our entrance doors are automated by a Stanley Electric Operator. This past winter, even on the windiest days, our doors were never ajar to cause customer-annoying drafts or loss of conditioned air."

EASY INSTALLATION . . . COMPLETE CONCEALMENT . . . The new Stanley MAGIC-DOOR Electric Operator, EH-1, combines operator, power supply and electrical components in one package for easy, economical installation and concealment within the header. Here is an operator specially engineered to automate modern narrow-line commercial entrance doors. That's why it was specified for Food Mart . . . why it is performing so well for Food Mart.

FOR VISIBLE MOUNTING . . . Stanley also makes an EV-1 Electric Operator for visible mounting on transom bar or door header.

No operator can handle all entrance conditions with maximum efficiency. Stanley's complete line of operators — pneumatic, hydraulic, electric—includes one just right for your requirements.

WRITE FOR FULL INFORMATION: WM-67 S for entrance doors, WM-67 MHO for service doors.

THE STANLEY WORKS®

MAGIC-DOOR SALES, STANLEY HARDWARE
Division of The Stanley Works,
Lake Street, New Britain, Connecticut

TRAINED DISTRIBUTOR SERVICE ANY TIME ANY PLACE

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96

BIG CHEVY V8 PLUS POWERMATIC: TEAM 'EM UP FOR YOUR TOUGHEST JOBS!

With Powermatic transmission cushioning drive train shocks and a big Chevrolet V8 pouring it on, you've got a power team that can take it in the roughest service—and save you money!

The Chevrolet Powermatic is a fully automatic transmission with hydraulic torque converter, 6 geared speeds in 4 forward operating ranges and a built-in grade retarder. This is a transmission that gives a new dimension to tough-duty hauling . . . new performance and economy with unbeatable ease of operation. Here are a few highlights of its operation.

. **hydraulic torque converter** increases torque multiplication of gear train to get big loads moving smoothly and easily . . . then locks up to eliminate slip and give geared economy. Converter unlocks during automatic shifts to soak up shock loads in drive train . . . reducing maintenance costs and giving extra component life.

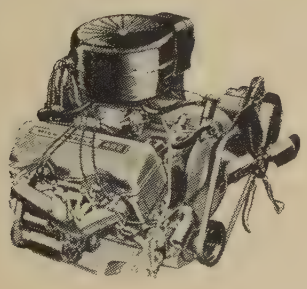
planetary gear train is in constant mesh, with nothing to clash during shifts. Gear combinations in drive ranges plus a low-low creeper range are easily selected to match any hauling job—whether a high-speed highway run or a rugged haul at a construction site.

And a **hydraulic grade retarder** is a built-in extra for increased safety and economy. Retarder gives smooth braking in proportion to speed—saves service brakes for full stops and emergencies.

When you put Powermatic behind a big Chevy V8 you've got a power team that can take on your toughest jobs with ease. You can also get Powermatic with the economical 292 Six, and—for the first time—with Chevy-GM 6V-53 diesel-powered tractors!

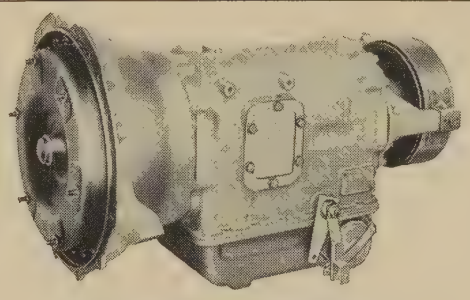
Talk to your Chevrolet dealer about Powermatic . . . he'll be glad to show you what it can do in *your* operation. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

TEAM 'EM UP...NO JOB'S TOO TOUGH!



BIG CHEVY V8s

There are three modern Chevy V8s to team up with money-saving Powermatic—High Torque 327 V8, 348 V8 and 409 V8. These are compact high-output truck engines—built to deliver the power and take the strain of heavy-duty hauling. You'll find premium quality features such as stellite-faced exhaust valves with automatic rotators, forged-steel crankshaft and roller timing chain. They're Chevrolet-built in the Chevrolet tradition of dependability to give you reliable, low-cost performance.



POWERMATIC AVAILABILITY*

Truck Type	Truck Series	Maximum GVW Rating	Engine
Conventional Cab Gasoline Models	C60 C60-H C80	19,500 lb 23,000 lb 25,000 lb	292 Six, 327 V8* 292 Six, 327 V8* 348 V8, 409 V8*
Tilt Cab Gasoline Models	T80	25,000 lb	348 V8
Tandem Axle Gasoline Models	M80	36,000 lb	348 V8, 409 V8*
LCF Diesel Models Tilt Diesel Models	E80 U80	25,000 lb 25,000 lb	6V-53 6V-53
School Bus	S60	23,000 lb	292 Six, 327 V8*, 348 V8

*Optional at extra cost.

QUALITY TRUCKS COST LESS

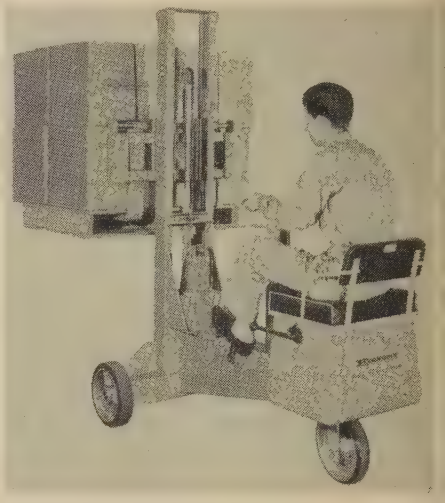
CHEVROLET

The Virginia Glass Products Corp., Box 1231, Martinsville, Va. are offering a color folder on their new tempered glass product, Transpan. Transpan is actually Temper-Glas, Virginia Glass Products' tempered heat-strengthened safety glass, with added advantages of color and patterns. Available in 22 standard colors. Transpan can be custom screened to reproduce any specified pattern. The folder lists applications, technical data and architectural specifications as well as showing color samples and patterns.

A heavy duty litter vacuum cleaner has been introduced by the Clarke Floor Machine Co., Division of Studebaker Corp. Litter Vac, which picks up a 30″ swath, has a 3 h.p. Briggs & Stratton gasoline engine powering its 12″ diameter non-sparking, aluminum alloy impeler for a 30″ x 4″ suction intake. Clarke Floor Machine Co., 30 E. Clay Ave., Muskegon, Mich.

The Raymond Corp. describes their narrow aisle electric straddle trucks in a new bulletin (#834). Complete specifications are given for the 2,000, 3,000, and 4,000 lb. capacities using the new "810" power unit. A table giving aisle width requirements for specified load lengths is included. Write to The Raymond Corp., 128-199 Madison St., Greene, N.Y.

The Economy Cycle Lifter, a foot-propelled, battery-powered hydraulic lift is being manufactured by the Economy Engineering Co. The lifter has a pedal drive on both wide-tread front wheels, has



a lifting capacity of 750 lbs., and the forklift rises 60″ from the floor. Including the battery, charger, and counter-weight the price is $895 f.o.b. Chicago. For a descriptive bulletin write to Economy Engineering Co., 4509 West Lake St., Chicago 24, Ill.

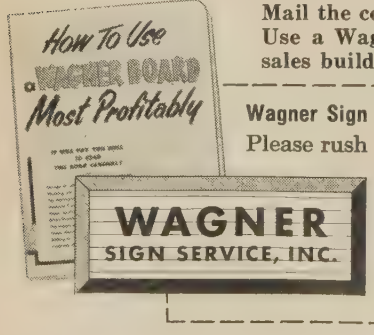
A new, low-cost solution for awkward-sized bulk storage is provided by Dexion, Inc., manufacturers of Dexion Slotted Angle. The new unit is a furniture rack featuring unlimited access and maximum utilization of storage space. The cantilever racks can hold very heavy weights, eliminate impeding uprights, and give much more accessible storage. The Dexion Slotted Angles have a pattern of holes and slots and supplied in standard lengths that can be cut to size by means of a simple hand tool. Dexion, Inc., 39-27 59th St., Woodside 77, N.Y.

Wagner Boards Mean MORE Business

Wagner Board users have reported sales increases of as much as 800% on featured products and services . . . and that means business. These changeable letter copy boards have immediate, night and day impact. You can change the copy as often as you wish, to take advantage of seasonal sales campaigns, special offers, and local events.

Wagner letters are easy to read, easy to use. Their exclusive tapered-slot design makes placement and removal a snap, yet holds each letter tightly in place without slipping and falling. The patented Wagner Mechanical Hand allows one man to change overhead copy boards more easily and quickly than two men with a ladder.

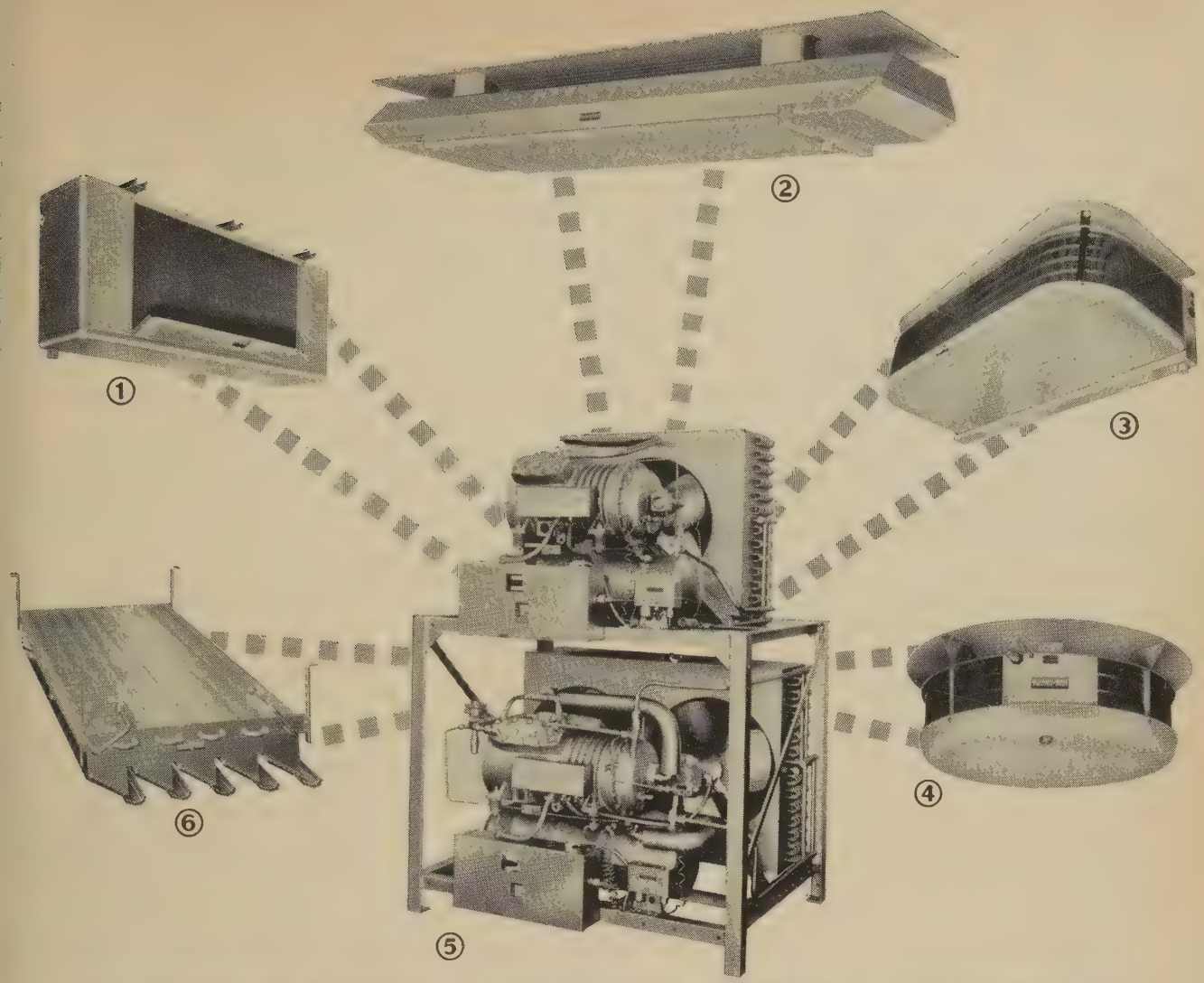
As for the cost—your sign builder can tell you how economically you can add Wagner Boards to your promotional plans. Ask him about Wagner, the oldest and largest manufacturer of changeable letter copy boards.



Mail the coupon today for your free copy of "How to Use a Wagner Board Most Profitably," 32 pages of sales building promotional ideas.

Wagner Sign Service, Inc., 208 So. Hoyne Ave., Chicago 12, Ill.
Please rush my FREE copy of "How to Use a Wagner Board Most Profitably."

NAME_____
BUSINESS_____
ADDRESS_____
CITY_____ ZONE___ STATE_____



SPACE SAVING REFRIGERATION SYSTEMS THAT RACK UP PROFITS

Rack mounted condensing units that save floor space are the heart of Dunham-Bush refrigeration systems. Whether requirements call for low or normal temperature units, gravity coils or unit coolers, semi-hermetic or direct drive rack mounted condensing units, you'll find flexibility in the selection of system components to suit your specific applications. All are designed for space saving, out-of-the-way installation that permits maximum **profitable** utilization of building area. And there's this reassuring thought: when you select Dunham-Bush, you're dealing with a **single, responsible** source for the entire system.

Representative Dunham-Bush refrigeration systems (shown above) include: (1) ceiling mounted electric defrost low temperature units that permit maximum use of space; (2) between-the-rails units that eliminate traffic interference; (3) space saving, wall mounted unit coolers; (4) ceiling mounted unit coolers with full 360° discharge that combine maximum head room with full air coverage; (5) simple to maintain, easy to adjust semi-hermetic or direct drive condensing units, rack mounted; and (6) ceiling mounted, gravity type plasti-cooler coils featuring low velocity air delivery and proper humidity control that assures occupant comfort without drafts.

Write for complete information on these and other refrigeration, air conditioning, or heating products in the complete Dunham-Bush line.

DUNHAM-BUSH

DUNHAM-BUSH, INC.

WEST HARTFORD 10, CONN. • WESTON, ONTARIO, CANADA

SALES OFFICES LOCATED IN PRINCIPAL CITIES THROUGHOUT THE WORLD

IF YOU ARE THINKING OF

AIR CONDITIONING

YOU SHOULD READ THIS

gas air conditioning

offers you major advantages over conventional methods; Bryant Gas Air Conditioning has additional benefits you ought to know about. We're summarizing them here; we'll be glad to discuss them in detail with you.

The Bryant gas unit utilizes the time-proven absorption principle of cooling in which a simple, dependable gas flame does the work. There are no major moving parts in the Bryant water chiller unit.

As a result, service, parts replacement and interruption of service are virtually nil.

After all, what is there about a gas flame to wear out and require service?

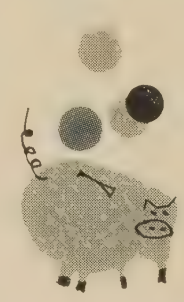
✳✳✳✳✳✳✳✳✳

economy?

While Bryant Gas Air Conditioning may cost a bit more (not much) initially than conventional systems, your savings begin the very minute you start it up. At least, that's what thousands of owners report.

In many areas gas utilities have special low summer cooling rates which make gas far and away the low-cost way to comfort-cool. Over the life of the Bryant unit you can reasonably expect the cost of operation and of ownership to be a good deal less.

another economy.

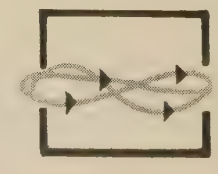


The "first day efficiency" lasts for the life of the unit. Cooling capacity does not diminish with age. No moving parts to wear and lose efficiency.

quiet?

Yes, indeed. A simple gas flame does the work. The Bryant water chiller unit *goes outside;* takes no inside space.

still another economy.



The Bryant unit is *air-cooled.* No water tower maintenance problems. It is not affected by freezing; no winterizing needed. It is ready for spring start-up at the push of a button.

Owners like the idea of combining our units in multiples to closely match their cooling load. No overbuying or underpowering is necessary.

Bryant Gas Air Conditioning is backed up by your own Gas Company. In many cases the Gas Company provides service. In addition, there is Bryant's impeccable 54-year reputation for integrity and product quality and value.

For more information on Bryant Gas Air Conditioning, please call your local Bryant Distributor, Factory Branch, or your Gas Company. Bryant Manufacturing Company, 2020 Montcalm Street, Indianapolis 7, Indiana.

bryant

GAS AIR CONDITIONING

—it's backed up by your Gas Company

TAX CREDIT

continued from page E23

tax liability may first be carried back for three years against taxes paid and then may be carried forward for five years against future taxes. No credits, however, may be carried back past the month of January, 1962.

The new tax law places special dollar limits on investment credit for used property acquired during a single year. No more than $50,000 worth of used equipment may be taken into account, but the purchaser decides on which of his total equipment outlay to seek the tax credit.

Usually he'll choose the equipment with the longer useful life, so as to be eligible for a higher investment credit percentage.

No taxes: no credit

The credit, of course, is of no value to a company which does not owe any taxes, since there is then nothing against which to grant credits. Thus, companies with a continuing series of losses or break-even years may find that the credit gives them absolutely nothing.

One effect of the investment credit provision is that the government becomes a non-profit loan agency.

If you estimate a useful life of eight years but use the equipment for only five years (therefore the credit should have been 1/3 of 7%), the credit difference will not be charged to you until the end of the fifth year. There is no penalty, of course, so the effect is that you have gotten a completely interest-free four year loan.

Credit reduces depreciation

Once the tax credit has been taken, the depreciation basis for the purchased equipment must be reduced by the amount of the credit taken. Thus, on a $100,000 purchase of equipment with a useful life of eight years, $7,000 (the amount of the tax credit) is subtracted from the depreciation basis, which becomes $93,000. The depreciation allowance is reduced by $3,640 over the eight year period for a firm in the 52% tax bracket,

continued on following page

Why he's pleased with his ARMCO STEEL BUILDING

Here is the beautiful, 120- by 400-foot Port Cartier Shopping Center, pleasing result of the Armco Building system.

"I feel I have the best looking shopping center in our area!"

So writes Mr. Roger Marcoux, president of Port Cartier Shopping Center, Inc., Port Cartier, Quebec.

Armco Building owners are delighted with the strikingly attractive and colorful appearance they get with the Armco Building system. They like the wide column-free interiors and adaptability of Armco Buildings to their specific needs.

Armco Steel Buildings are weathertight, noncombustible, and practically maintenance-free. For complete information, fill in and mail the coupon below. **Metal Products Division, Armco Steel Corporation, Middletown, Ohio.**

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Company_____

Street_____

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☐ Please put me in contact with my local Armco Building Dealer.

ARMCO Metal Products Division

Novel Idea for '63

Taylor-made for greater convenience

The Bi-Level, illustrated above, is a drinking-water accommodation providing a low convenient level for children. It's designed for cabinet-to-cabinet installation (left-side mounting only) on all Halsey Taylor wall-mounted WM-series water coolers . . . available only as a factory-assembled unit.

The Bi-Level is ideal for places where crowds of all ages gather, and especially adapted for school, institutional and shopping-center buildings.

Write for complete specifications.

THE HALSEY W. TAYLOR CO., *Warren, O.*

see Sweet's or the Yellow Pages

Halsey Taylor®

Quality Drinking Fixtures—Styling plus Service

TAX CREDIT

continued from page E31

but the total picture is still a happier one than it was a year ago. The overall saving, then, is really only $3,360. The chain does, however, have the use of the investment credit money from the year the equipment was purchased.

Something to remember about this tax credit, though, is that it isn't optional. On all equipment purchases which are included in the law, the purchaser must take the tax credit allowed. Leasing is the only situation in which a chain-store lessee has the option of either accepting or refusing the tax credit.

What is allowed

Generally speaking, the main uncertainty is itemization. No one has really spelled out the rules, and the marginal cases are myriad. Everyone wants to know what equipment is eligible for the tax credit and what isn't.

Paul Farber, a manager in the tax department of S. D. Leidesdorf & Co., C.P.As., cited specific items that would fall within the investment credit provision. Basing his comments on one of the few guidelines available (the Report of the Senate Finance Committee), Farber believes that the investment credit provision will be applied fairly broadly.

Claim on borderline items

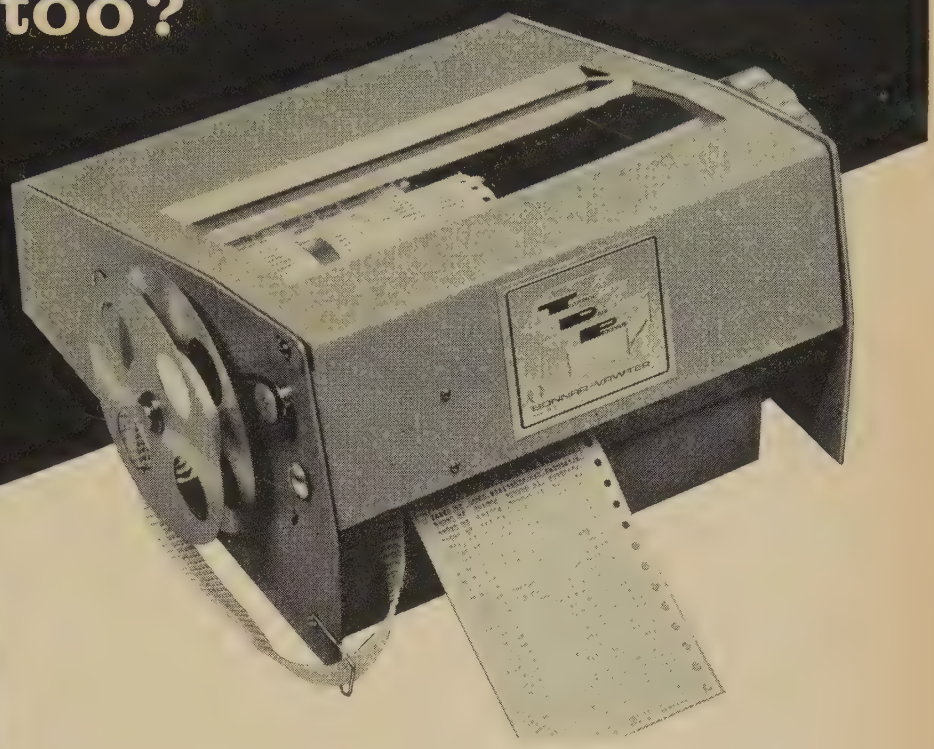
"At this early stage," he said, "chain stores should consider everything but the building and its structural components in claiming the investment credit. Failure to claim an investment credit on borderline items later held to be eligible could result in the loss of the total investment credit applicable to those items."

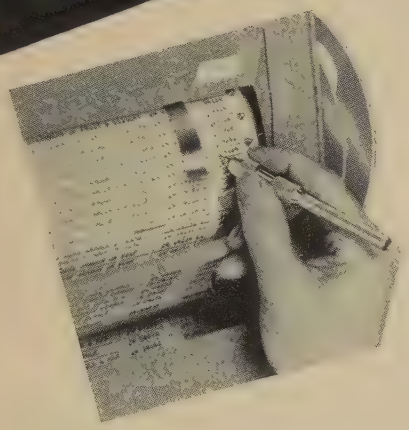
"Retailers," he continued, "are concerned only with items described in the tax law as 'tangible personal property'. However, the Senate committee report expressly states that this term includes assets accessory to the operation of a business even though such assets may be termed fixtures under state law, and are permanently attached to the building."

Examples of equipment included

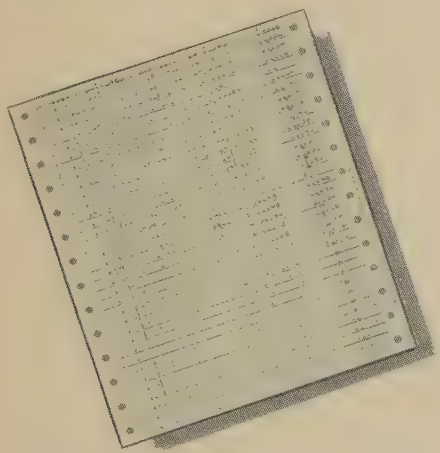
continued on page E34

Could it save *you* a million dollars, too?





Quantity punching in the tape area



Typical page from a continuous "hard goods" grocery catalog

It might.

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How?

By slashing in-store ordering time from hours to minutes.
By tightening inventory control.
By cutting clerical costs.
By converting costly stockroom space into profitable selling space.
By keeping store shelves filled with fast-turnover merchandise.

Here's the way it works: The user creates a product "catalog" on any tabulator or high speed printer using a Bonnar-Vawter form with integral 5-channel transmission tape. Store ordering personnel loads the "catalog" into the Telepunch Data Processor and punches desired quantity in tape area. The Telepunch then separates the tape for transmission, and the tape may be used to create punched cards or computer input tape. The final printout of the invoice and pick order is the end result. The unit may also be programmed for payroll and store inventory reporting.

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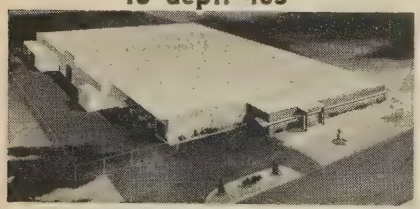

CREATORS OF LASTING ADVERTISING
HANOVER
Manufacturing, INC.
1825 JOYCE AVE., COLUMBUS 19, OHIO

TAX CREDIT

continued from page E32

in the credit provisions are counters, shelves, mirrors, cabinets, chairs, adding machines, cash registers, vacuum cleaners, and most warehousing equipment—including fork-lift trucks. The Senate committee report specifically includes automobile lifts and gasoline pumps whether in or outside the building, and window air-conditioners.

Air conditioning may be eligible

Central air-conditioning systems, including ducts **and** motor units, are generally thought to be excluded. Some have expressed the hope that roof-top air-conditioning packages will be included in the investment credit provisions, but right now no one knows.

Partitions in a store are eligible, and so are manikins — provided their useful life is calculated as four years or more. Drapes and carpeting are eligible, but often don't have a four-year useful life. Signs (whether or not attached to a building) and conveyor systems (whether built-in or not) should also be eligible for the tax credit.

While there's a case for including store fronts as eligible property —they are, essentially, display cases —the fact that they are also exterior building walls will probably exclude them. A better case is made for including store fronts of the type generally used in shoe stores. This type of store front is more in the nature of an elaborate display case and is often the only one.

An interesting problem is whether a gate in front of the store front or an "island" showcase outside the store itself will be eligible for the credit. Escalators may be eligible for the tax credit. Though they are attached to the building and would not be looked upon as tangible personal property under most state laws, escalators are conceivably not structural.

What isn't allowed

Elevators will generally not be eligible for tax credit, although there are arguments to include elevators that service the retail store only and not the entire building. Principal electrical installations,

continued on page E37

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for only $6.75* per day

** Basis two to a room*

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No matter how long you have been in the chain store business,

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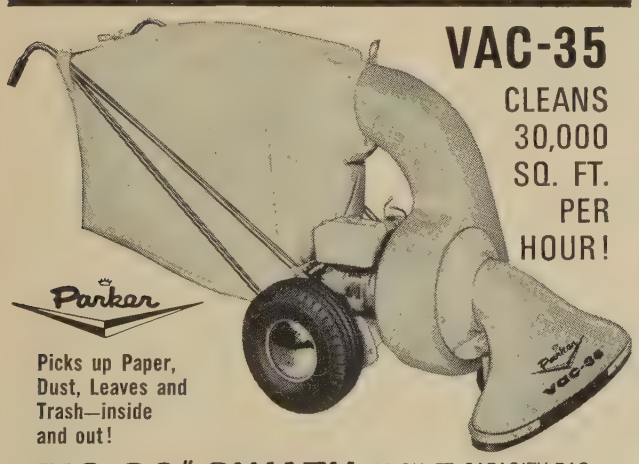
CHAIN STORE AGE



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Picks up Paper, Dust, Leaves and Trash—inside and out!

BIG 30″ SWATH 10 CU. FT. CAPACITY BAG

Ideal for parking areas, sidewalks, drives and lawn care. Optional **ATTACHMENTS**: Rubber Roller adjusts to any surface and Scraper Brush Kit loosens material that adheres to flat surfaces. For Airports, Drive-Ins, Factories, Motels, Institutions, Estates and Golf Courses.

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CITY_____ STATE_____

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Look at these marketing facts, Sir

It's a fact that Oakland County, Michigan, has a robust population exceeding 746,500 men, women and children. This makes Oakland the 27th largest county in the entire U.S.A.

It's a fact that Oakland County also ranks among the top 30 counties in the country in net effective buying income and per capita buying income.

It's a fact that Pontiac, Michigan, is the hub of buying activity in northern Oakland County. Food sales last year exceeded $84 million, drug sales over $10¼ million and liquor sales over $5⅓ million.

It's a fact that the most effective way to reach the Pontiac trading zone is through the daily pages of The Pontiac Press—the only daily newspaper covering this market. The Press reaches 73% of the area households and over half read no other newspaper.

You'll want to sell the Pontiac market.

The Pontiac Press

Pontiac, Mich.—Circulation 61,987—ABC Statement, Sept. 30, 1962

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Architect: Sabatino & Fishman, Philadelphia—Contractor: Paco Mechanical Corporation, Brooklyn

Performance...Adaptability ...Compactness...Economy

PACE . . . in Acme circles denotes "Packaged Air Conditioner Evaporative" (there's also a PACW, water cooled and PACA, air cooled). Among building owners, like the Penn Fruit people, who have purchased these Acme units, PACE means:

PEFORMANCE – cooling/heating capacity and efficiency that provides ideal comfort all year . . . simple, "whisper-quiet" operation . . . maintenance is negligible . . . service is rare.

ADAPTABILITY—six sizes, up to 60 tons . . . five air flow arrangements . . . evaporative condenser can be integral or remote . . . unit may be installed anywhere, in, on, or near your building.

COMPACTNESS—completely self-contained Acme PACE's take up less room, leave *you* with more floor and wall space for selling or storage purposes.

ECONOMY – initial cost is competitive . . . installation charges (thanks to factory packaging) are low . . . and multiple compressors, with step control, lower power consumption, cut demand charge, reduce total system operating time and contribute to long, trouble-free equipment life.

For the complete story on Acme PAC's, get a copy of "FACTS you ought to know about Packaged Air Conditioning." Ask your Acme Sales Engineer or write direct.

Acme INDUSTRIES, INC.

JACKSON, MICHIGAN • GREENVILLE, ALABAMA

MANUFACTURERS OF QUALITY AIR CONDITIONING AND REFRIGERATION EQUIPMENT SINCE 1919

plumbing, central air-conditioning, and other structural elements of a building that relate to operation and maintenance are excluded.

J. G. Parish, treasurer of Plaza Centers, Inc., Louisville, Kentucky, added "pavements, parking areas, advertising displays, outdoor lighting fixtures, and swimming pools" to the list of ineligibles. Parish stated that, though central air-conditioning systems will not be eligible, he believes air-conditioning towers will come within the tax credit provisions.

The tax law specifically excludes equipment used predominantly outside the U.S. and equipment used in furnishing lodging—except that hotels and motels catering to transients are eligible. Transportation equipment used outside the U.S.—ships, aircraft, rolling stock, automotive equipment, and containers—is eligible for credit.

Accounting problems

Though no one knows just how the accounting is supposed to work for the investment credit, which is granted whole in the first year that eligible equipment is in use, there are some indications.

J. B. Pollard, vice president and treasurer of Colonial Stores, is deferring the income over the lives of the assets producing the credit.

"The American Institute of C.P.A.s and the S.E.C. have both issued rulings on this which vary slightly," this Atlanta supermarket chain executive said, "so that a few in our industry take up about half of the investment credit as income of the year of purchase, whereas most of those I have heard of—including Colonial Stores—are deferring the income over the lives of the assets producing the credit."

"Colonial has actually deferred $128,000 representing about 50% of its credit for 1962, although it appears some few of those in our industry would have taken that up as income in 1962."

The treasurer of one of the major variety chains indicated that his firm has settled on deferring 52% of the tax credit, while including 48% in the current year's income.

Chain stores leasing equipment from manufacturers will usually benefit by a credit pass-through. The credit is also available from leasing companies, but in all cases the credit pass-through is at the election of the lessor. If the tax credit is passed through, though, be sure to file the necessary papers within sixty days after the property is transferred.

According to Robert Sheridan, president of the Nationwide Leasing Company, Chicago, "companies which wish the credit on leased equipment should ascertain in advance and in writing whether the company from which they plan to lease the equipment will, in fact, pass on the credit to them."

"The leasing company," Sheridan emphasizes, "is entitled to keep the credit for itself and is not required to pass it on."

The key to gaining the maximum investment credit for leased equipment is the useful life assigned by the lessor and the length of time that the lessee actually keeps the equipment. (One comptroller of a

continued on following page

How can you punch the keys of a cash register quickly and accurately if your feet hurt and your back aches? You can't! Help the operators at the check-out points in your store keep their efficiency all day. Make them comfortable and give them the support of a Foot Comfort Cushion. It's like standing on air with the millions of air bubbles in the sponge rubber base. Yet it has just the support necessary to relieve back and leg strain. Topped with long-wearing rubber tile for ease of cleaning—beveled edges for safety—decorator colors for attractiveness—here is the key to efficient, smiling check-out operators—*HYGIENIC FOOT COMFORT CUSHIONS.*

Mail this coupon for complete specifications

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Please send us literature showing styles, colors and prices of your HYGIENIC FOOT COMFORT CUSHIONS.

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JED Gateway

...THE NEW AUTOMATIC GATE TO

- control your merchandise
- direct pedestrian traffic
- cut pilferage losses

Here is real protection plus sound public relations combined in the new Jed Gateway. Friendly and inviting, persuasive without being offensive, Jed Gateway provides easy, contact-free entrance to your merchandise areas. It sets store traffic pattern, controls merchandise, discourages unauthorized exit. Fully automatic, carpet actuated, perfectly safe, it is beautifully designed and ruggedly built to last.

Jed Gateway, perfect for all self-service retail installations, is nationally sold and nationally serviced.

For specifications and further information, write to:

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"You can count the great restaurants in America on the fingers of one hand."

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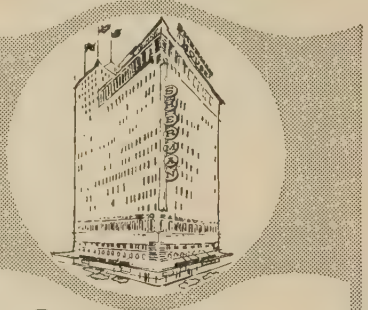

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Chicago, Illinois

TAX CREDIT

continued from page E37

large supermarket chain advocates a mixture of leasing and purchasing in order to gain shorter write-offs. Generally, this means leasing the long-life items.)

The main tax credit advantage on leased equipment is the same as for purchased items—the availability of liquid cash. [*See Guidelines for Investment Credit Leasing on page E23*]

EDP-leasing

Leasing is most important to chain stores in the field of electronic data processing equipment. Because of the high cost of the equipment and the rapid functional obsolescence, short leases in this field are generally seen as most practical. A short useful life assignment is also a common factor in the field of electronic data processing equipment.

All IBM equipment (except keypunch), for example, is assigned a useful life of four or five years. One year renewable leases are the rule with IBM, and the full tax credit (in this case, 1/3 of 7% of the fair market value) is passed through by IBM.

Minneapolis-Honeywell's EDP equipment carries a useful life of eight years and is therefore eligible for the full 7% investment credit, which Honeywell will pass through on four year leases. Other companies have made similar arrangements to pass through the tax credit to lessees.

One caveat is proffered by Sheridan. "The law states that distributors, jobbers and dealers (as lessors) may pass on investment credit to their customers (lessees)," he warns, "only to the extent of the price the distributor, jobber, or dealer paid for this particular equipment."

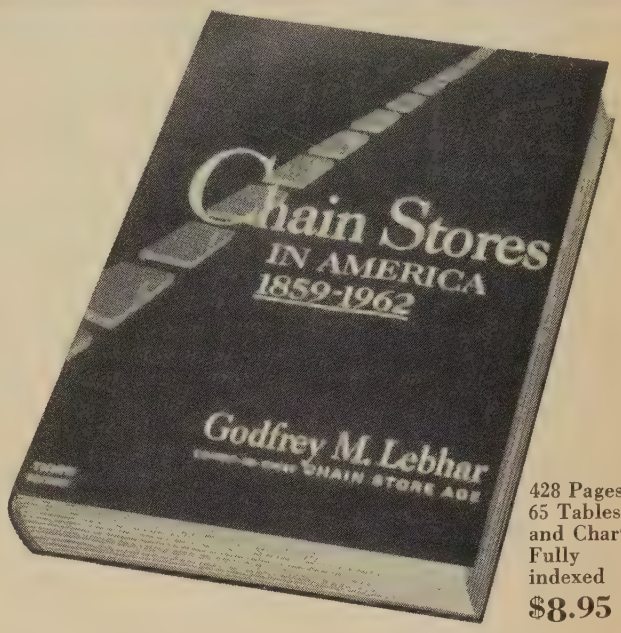
Although expanding organizations have expressed the most enthusiasm for the investment credit, all chains benefit from the increased availability of liquid cash. The tax credit isn't enough in itself to bring about expansion or to increase equipment buying but, as the credit becomes a more familiar tool for management, it may help the chains to decide upon borderline cases.

JUST OFF THE PRESS...

Godfrey M. Lebhar's

complete story of
chain store development
in an updated and enlarged edition
of his widely acclaimed book

CHAIN STORES
IN AMERICA
1859-1962



428 Pages
65 Tables and Charts
Fully indexed
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This is the third printing.
Last Edition completely sold out.

Here is the only available up-to-date story of chain-store development in America told by the man who was described by Dr. Charles F. Phillips, president of Bates College, as "the man best qualified to write it."

Dr. Paul H. Nystrom, renowned authority on retailing, declared that it "tells glowingly of the driving energy and enthusiasm of those who established and built the chain-store business. To those whose interest in chain stores is recent, this book will be helpful to an understanding. Those who came up with the chain stores will be thrilled to re-live their experiences through the medium of these pages."

The complete story.

A vivid, fascinating story of the growth of the chain store system of distribution, once widely challenged, but now universally accepted. It traces the record of development since 1859—when the Great A. & P. was founded—to the present, comprising a series of success stories unequalled in the rich annals of American business.

In the ten years which have elapsed since the first edition of this work appeared, the chains have felt the impact of two revolutions. Before the first—the shopping-center revolution—had run its course, the second—the discount store revolution—began to make itself felt.

To cover these and other changes of the past decade and to interpret their impact on the chains required this revised and enlarged edition.

Delightful in style.

Invaluable as a reference work but, as one reviewer put it, "as delightful in style as it is in content." This up-dated edition of Chain Stores in America is indispensable for a clear understanding of the background of chain store development, the current status of the system and the factors which will shape its future. Anyone interested in chain store progress will find this book of absorbing interest.

Ideal reference! Complete history! Reads like fiction!

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You get professional quality signs, but you don't need professional skill or experience. Complete flexibility of layout, colors, type faces. Sizes for all needs, each backed by a sweeping 5-year guarantee.

Write for complete information

Showcard MACHINE COMPANY

320 W. Ohio St., Chicago 10, Ill.

AIR CONDITIONING

continued from page E21

the same fate as the reciprocating compressors. Today it is generally conceded that a centrifugal compressor is a better piece of equipment.

"Specifically, the York centrifugal had the best appearance. The Worthington Packaged Hermetic, which will be shipped as a tested and charged unit will decrease installation costs, and should eliminate field problems."

"The American Standard high speed unit should have great possibilities in reducing space requirements. Lighter weight should be attractive for penthouses," says McFarlan.

Wood-slatted type sound

"As to the Marley wood-slatted evaporative condenser, this type of equipment is sound, psychrometrically," the New York engineer says. "With the wood slats, and separated piping, considerably less pipe will be required. The heat transfer of the pipe should be increased materially. The overall weight should be reduced and in all probability, if enough tower is used, the operating costs can be reduced compared with the use of the all-metal, customary evaporative condenser construction."

"There is still another use which is uncommon at the present time, but presents great possibilities in areas with continuous, low humidities," McFarlan goes on. "This is to pass water or an antifreeze solution through the closed circuit, which would not only be used for condensing purposes, but then could be used directly. While only part of the cooling can be obtained in this manner by providing refrigeration for the cooling effect after leaving the closed cooling tower circuit, air conditioning in these areas can be obtained with less compressor horsepower. Just so long as the outside wet bulb is low enough to take the water off of the cooling tower lower than the return water, less refrigeration will then be required.

"For instance, if the return water on a 100% outside air job is raised to 80°, with 95° entering

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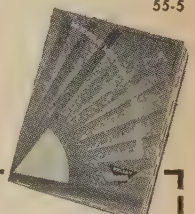

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ALABAMA

BREWTON—Aronov Realty Co., Inc., 532 Court St., Montgomery, will build in downtown Brewton facing U.S. 31 a 22,000 sq.ft. shopping center (P). Included in the development will be a chain supermarket, drive-in laundry, variety store and several other shops.

CLANTON — A small downtown shopping strip (P) on U.S. 31 will be under construction within three months. The 30,000 sq. ft project will include a supermarket, W.W. Mac variety store, laundry and several other shops. Developer: Aronov Realty Co., Inc., 532 Court St., Montgomery.

DEMOPOLIS—A variety store, junior department store and several local shops will be built on the same site as an A&P now in operation to form a shopping center. Developer: Aronov Realty Co., Inc., 532 Court St., Montgomery.

LANETT—Planned for downtown is a 35,000 sq.ft. shopping center which will include a Winn-Dixie supermarket as well as a drugstore, junior department store, laundry and several service shops. Developer: Aronov Realty Co., Inc., 532 Court St., Montgomery.

MONTGOMERY — A neighborhood shopping center (P) covering 40,000 sq.ft. (P) will be built at Perry Hill Rd. and Harrison Rd. Developer: Aronov Realty Co., Inc., 532 Court St., Montgomery.

ARIZONA

PHOENIX—A 14,000 sq.ft. Lerner Shops unit will open this fall in Thomas Mall Shopping Center, a $15 million project scheduled for an official opening in early Fall. The 600,000 sq.ft. facility is being developed by Winston-Muss Corp. Parking for 5,500 cars will be built. Architect: Copeland, Novak, & Israel. Leasing agent: Kamm & Berkson, 342 Madison Ave., New York.

ARKANSAS

FAYETTEVILLE—Due to be under construction soon is a 62,000 sq. ft. Montgomery Ward unit which is to be built in Evelyn Hills Shopping Center (AC) on N. College Ave. The one level store is expected to be completed this Fall; parking facilities for 1,200 cars will be available. Ward's present Fayetteville store, located at 41 E. Center St., will be closed when the new unit opens.

CALIFORNIA

BARSTOW — Under construction in Desert Plaza Shopping Center is a $500,000 Hartwick's Market covering 23,000 sq. ft. and providing parking for 100 cars. June completion is scheduled. Future plans for the center include a department store and numerous small shops. Contractor: Tatum Construction Co., Victorville. Architect: Richard R. Hartwick, New York.

CAMARILLO — Ponderosa Shopping Center (UC), located on a 25 acre tract, is scheduled for an April 1 opening. Tenants include: Security First National Bank, Von's Grocery, Thrifty Drug Store, McMahon Furniture, Florsheim Shoes, Sally Shops, Standard Oil, T. G. & Y. and 14 smaller specialty shops. Developer: Ponderosa Ent., Inc., 1800 Ventura Blvd., Camarillo.

COMPTON—Plans are being made for a shopping center to be located at Santa Fe and Weber Sts. on a 7.2 acre site. The center will include parking facilities for 550 cars, three large structures and satellite shops. Architect: Vincent R. Bonfanti.

COSTA MESA—Major tenant in Mesa North Shopping Center will be a Pantry Food Market (UC). Located on a 7 acre site at Fairview Rd. and Baker St., the center is scheduled to open in mid 1963.

DAVIS — Davis Shopping Center (UC) a 12,500 sq.ft. development on G St., will be owned and managed by Potter, Long, Adams & Taylor, Ltd., Sacramento. Architect: Dean Unger. General contractor: F. Marsalla, Sacramento.

FAIRFIELD—A discount house covering 60,000 sq. ft. has been proposed for a 15 acre site at Travis Blvd. and U.S. 40. A service station and pancake house are also planned for the site. Developer: California Discount Corp.

FAIR OAKS-ORANGEVALE—Construction has begun on a $3 million Raley's shopping center at Madison and Hazel Aves. Besides a 100,000 sq. ft. Raley's department store and supermarket, the project will contain 20 smaller shops. Parking for 1,400 cars will be built. Developer: C.L. Bowman & Assoc. Contractor: Erickson Construction Co.

GLENDALE—Safeway Stores, Inc., has bought a 3.6 acre plot bounded by San Fernando Rd., Los Feliz Blvd., Cypress St., and Central Ave. The firm plans to erect a 40,000 sq.ft building which will house a 20,000 sq.ft. market and a Super-S unit.

HOLLYWOOD—A mid Summer completion is expected for a Market Basket store (UC) at Western and Franklin Aves. Owner-developers: Raleigh Constructioin Co. and Robert Muir Co. Architect: Ainsworth-Angel-McClennan.

LA HABRA-FULLERTON AREA—Construction will begin soon on the first buildings in Shoppers' Square, an 8-acre shopping center at Imperial Hwy, and Euclid St. being developed by Appel-Slaten Development Co. First unit scheduled for construction is a 21,000 sq. ft. Alpha Beta Market, to be followed by 159,000 sq. ft. to be occupied by 30 smaller stores. Parking for 700 cars is planned. Architect: Arthur Froehlich & Assoc., Los Angeles.

LYNWOOD—Construction has begun on a 15,000 sq.ft. A&P unit, first stage in a $1 million shopping center to be erected on a 7.2 acre site on Santa Fe. Two 20,000 sq. ft. units will follow the A&P, with completion scheduled for September. Parking for 550 cars is planned. Owners: William Hagenbaugh and Master Lubricants. Architect: Vincent Bonfanti, Santa Fe Springs.

ORANGE—A Michael's supermarket will be located in a shopping center (UC) at Orange-Olive Rd. and Grove St., being developed by Harry Tancredi Co., Santa Ana.

ORANGE—Planned for a site on Tustin St. is a shopping center consisting of two 16,000 sq.ft. buildings, with 172 parking spaces. Developer: John May.

PERKINS—A 100,000 sq. ft. building known as Raley's College Greens Shopping Center will open in July on Folsom Blvd. The $3 million project will include a Raley's drug store, department store and supermarket. Parking for 1,400 cars will be provided. Contractor: Erickson Construction Co.

PICO RIVERA—A $50,000 six store addition to Hickory Shopping Center at Whittier and Passons Blvds. has been completed. Eventual plans for the center call for a total of 16 shops and parking for 175 cars.

PLEASANT HILL—Contra Costa Center (AC) will open by early Fall several new buildings: a 14,000 sq. ft. Thrifty Stores, an 11,200 sq. ft. Bonds store and a 4,200 sq. ft. Kinney shoe store. Developer: Hilp & Rhodes.

POMONA—A $100,000 meat market is under construction in Garey Center (AC) at Garey and Foothill.

RINCON VALLEY—A $200,000 PAM supermarket covering 15,000 sq. ft. will be located in Montecito Shopping Center on Montecito Blvd. Developer: Redwood Ent.

RIVERSIDE—Under construction on a 5 acre parcel at Big Springs Rd. and Watkins is University Village Shopping Center, a $1 million project covering 60,000 sq. ft. First stage of the center, to be completed in May, will include a 3,500 sq. ft. market, beauty shop, dry cleaning store, medical-dental duplex, students' hofbrau bar and 7,000 sq. ft. of additional space for other shops. Parking for 400 cars will be provided. Developer-leasing agent: Magnolia Development. Architect: R. Ross Herrick.

SAN JOSE—A shopping center devoted exclusively to automobile repair and services is scheduled to open April 1 at Bascom and San Carlos Aves. To be known as Auto Center West, the $200,000 development will include 21,000 sq. ft. of space to house a complex of automotive specialty units and a large used car lot. Owner: Dallas family. Developer: Stevens Creek Realty Co., San Jose. Architect: Peter L. Ayers, San Jose.

SAN PEDRO—Park Plaza Shopping Center (UC), a $4 million project at Park Western Dr. and Western Ave., is scheduled for completion this Summer. Major tenants on the 15 acre site will be Britt's, Holland House, Sav-On Drug, and Von's Market. Space for other units is available. Developer: Jack Morantz, 1200 Park Western Pl.

SANTA ANA AREA—Ground has been broken for the first of a chain of 10 Econ-O-Mart discount department stores in southern California. The second store is scheduled for the Santa Monica area and the third for the Hawthorne area. Each store will cover 25,000 sq. ft. The new organization's offices are at 8737 Wilshire Blvd., Beverly Hills.

SANTA ROSA—A $2 million Sunset West Department Store covering 80,000 sq. ft. will open in July on a 7 acre plot at Cleveland Ave., Steele Lane and Hwy. 101. Parking for 600 cars will be provided. The store is being built as an addition to Coddingtown Regional Shopping Center. Developer: Santa Rosa Ent.

SANTA ROSA—A 7.5 acre property at Calistoga Rd. and Sonoma Hwy. is the site for St. Francis Shopping Center (P), a 64,000 sq. ft. development. Developers: Francis Realty and Mrs. Alice Hall.

SANTA YNEZ VALLEY—Work has begun on Thumbelina Village Shopping Center, a $750,000 project adjacent to Thumbelina Village residential community on Buellton-Solvang Rd. Developer: Hillcroft Development Co., Solvang.

SEAL BEACH—Under construction in the Leisure World subdivision is a shopping center. Initial construction will cost $1.5 million. An Alpha Beta supermarket will be among the 20 occupants.

STOCKTON—Developer Merrill Stone has begun work on the first unit of Sherwood Manor Shopping Center, an 86,000 sq. ft. Montgomery Ward store. Other buildings in the center, including a 108,850 sq. ft. Macy's, will be begun in July.

VISTA—A $750,000 shopping center located at 915 E. Vista Way will have as its major tenant an Alpha Beta Market. Builder: David M. Sapp Co., San Diego.

WEST LOS ANGELES—Donald H. Shanedling plans to develop the block bounded by Idaho, Barry and Barrington Aves. and Santa Monica Blvd. into a shopping plaza.

WESTMINSTER—July completion is expected for a $2.5 million K-Mart Plaza, to be located on an 11 acre site at Beach Blvd. and Sugar Ave. As well as a 68,000 sq. ft. K-Mart, the center will contain a 25,000 sq. ft. Safeway unit and 10,800 sq. ft. of auxiliary shops. Parking for 800 cars will be built. Developer: Cali-Marina Land Co. General contractor: Ernest W. Hahn, Inc. Architect: Stiles and Robert Clemants.

WEST SAN FERNANDO VALLEY—Ground has been broken for the $30 million Topanga Plaza, a 100 acre project located at Vanowen St. and Topanga Canyon Rd. on a portion of the 1,600 acre Harry Warner Ranch. Scheduled for February, 1964, completion, the center will include 950,000 sq. ft. of building area. Three major department stores, May Co., Broadway and Montgomery Ward, will be among the tenants. Featured will be a

continued on page E44

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YORBA LINDA—July completion is expected on a Michael's supermarket under construction here.

YORBA LINDA—Yorba Linda Plaza (P), a 225,000 sq. ft. development, will be located on a 30 acre site bounded by Jefferson St., Yorba Linda Blvd., and Rose Dr. Principal units will be a 27,500 sq. ft. Von's supermarket, a 14,000 sq. ft. drug store and a 60,000 sq. ft. department store. Also planned are a bank, service and auxiliary shops and a service station. Owner-developer: Hemlock Terrace, Inc., Anaheim. Architect: Leach, Cleveland & Assoc., Los Angeles. Leasing agent: T. D. Rogers & Co., Pasadena.

COLORADO

DENVER — Boulder's Crossroads Shopping Center (UC), a 40 store facility with 350,000 sq. ft. of retail space has recently opened. Developer: Gerri Von Frellick.

FORT COLLINS—First store in a 175,000 sq. ft. center, a 60,000 sq. ft. Montgomery Ward store, is under construction. Construction of the balance of the center, including a 25,000 sq. ft. King Soopers unit, will begin within six months. A Spring, 1964, opening is planned. Developer: Dillon Investment Co., Inc., 1400 W. Third Ave., Denver.

CONNECTICUT

DURHAM—A $1 million shopping center (P) on Rte. 17 will be built in 2 stages. Ground breaking on the 14-acre site is planned for this Spring. Parking for 500 cars is planned. First stage of the development will cover 28,000 sq. ft., including a 10,000 sq. ft. supermarket, eight small stores occupying 14,000 sq. ft. and a commercial bank. Developer: Benjamin H. Pettes 3rd., Cedar Dr.

DELAWARE

WILMINGTON—Under construction at Rogers Rd. and Oakmont Dr. is a 10-store shopping center designed by Thomas J. Walters. Cost of the project will be approximately $100,000.

WILMINGTON—Scheduled to open in early May in Wilmington Merchandise Mart on Governor Printz Blvd. is a 14,000 sq. ft. Strawbridge Branch Budget Store.

FLORIDA

CLEARWATER—Publix Super Markets plans a shopping center on a 9.5 acre site at Indian Rocks Rd. and Walsingham Rd.

DUNEDIN—Construction has begun on a 14 store shopping center to be built on an 8-acre site at a cost of $1 million. Developers: Harry Singer and Ben Tobin, both of Miami.

FORT LAUDERDALE—A $300,000 Publix Market at 17th St. Causeway and Cordova Rd. has recently been completed. Contractor: Caldwell-Scott Engineering and Construction Co., Inc.

HOLLYWOOD—Hollywood Mall (P), a 300,000 sq. ft. shopping center planned for a 30 acre site at Park Rd. and Hollywood Blvd., will have as a major tenant a Sears store. Owner: Hollywood, Inc.

JACKSONVILLE AREA—Construction has begun on Normandy Mall, a $4 million shopping center which will be located on a 37-acre site on Normandy Blvd. Developer: E. J. DeBartolo, Youngstown, O.

ORLANDO—Ground has been broken for a two-story, 160,000 sq. ft. Sears, Roebuck store on a 30-acre site on E. Colonial Dr. Featured in the new store will be a 25-car service station, a restaurant and a farm and garden center. Parking for 1,500 cars will be provided.

GEORGIA

BAINBRIDGE—An addition of from 12,000 to 15,000 sq. ft. (P) will be built on a site where a Winn-Dixie unit is in operation. Expected to occupy the addition are a laundry, drug store, 5 & 10¢ store, finance office and several local tenants with office space. Developer: Aronov Realty, Inc., 532 Court St., Montgomery, Ala.

MARIETTA AREA—A $750,000 shopping center (P) containing 30 stores will be developed by J. R. Eubanks. Occupying a 12 acre site on Canton Hwy., the center's largest unit will be an 18,000 sq. ft. supermarket.

ROME—Proposed for a 12-acre site near Redmond Circle is a $1.7 million mall-type shopping center. Plans for occupancy include 65% national and 35% local firms. Attorneys: Gary, Hamilton and George Anderson, both of Rome.

HAWAII

OAHU—Under construction at Beretania and Pensacola Sts. is a Safeway store expected to open in May.

ILLINOIS

BARRINGTON — Barrington Commons, a shopping center proposed by Hager Lumber Co. and Freund Bros., would be built in an area bounded by Railroad Ave. and Cook, Hough, and Franklin Sts. The two-story development would provide 12,000 sq. ft. of office space and its retail facilities would be occupied by local merchants. Parking for 86 cars would be provided. Developer: L. F. Draper & Assoc., Inc.

COUNTRY CLUB HILLS—First stage in a shopping center planned by James Ellingson is an 18,000 sq. ft. Garaofalo's Finer Foods supermarket scheduled to open June 1 at 183rd St. and Crawford Ave. The center will be developed in 5-acre tracts, with the first stores to occupy the corner portion of the 40 acre site.

FOX LAKE—A Spring opening is scheduled for Lakeland Shopping Center, a newly constructed $3 million project at Grand Ave. and Rollins Rd. Leases include: Sears, Woolworth, National Tea, and Norge Cleaners.

ST. CHARLES—Work will begin this Spring on the first building in the proposed $3 million downtown shopping center area. First to be built will be a one story, 12,000 sq. ft. supermarket and small cafe designed by Cantrell & Schacht, 20 N. Wacker. The shopping center and mall area are part of proposed $12 million urban redevelopment plan.

SPRINGFIELD—Capitol City Shopping Center, a 33 store, one story development costing $4 million, will be built at S. Bypass 66 and E. Linn St. by the owner, Morris Skillken & Co., 696 E. Broad St., Columbus. The center will cover approximately 200,000 sq. ft.

VILLA PARK—Planned for May completion is a 20-acre shopping center (UC) at West Ave., Rte. 83 and St. Charles Rd. which is being built by E. J. Korvette. The center will cover 230,000 sq. ft.

INDIANA

CRAWFORDSVILLE—Hook Drugs, Inc., Indianapolis, plans to start construction soon of a combined Hook's Drug store and Knife and Fork Restaurant.

FORT WAYNE—A Miracle Mart discount department store has opened in a 100,000 sq. ft., one story building on a 30-acre tract on Rte. 427. The store, which had already existed on the site, is planned as the hub of a shopping center, with space available for other businesses. Miracle Mart will continue operating a store at Bluffton Rd. and Brooklyn Ave. in Fort Wayne.

FORT WAYNE—A $7 million shopping center (P) on a 120 acre plot on U.S. 27 will be under construction in Spring, 1964. Approximately 35 to 40 stores will occupy from 350,000 to 400,000 sq. ft., with parking for 2,500 cars. Owner: Glendale Center, Inc., Indianapolis. Developer: Landau & Heyman, Chicago.

GARY—A&P will open a 15,000 sq. ft. supermarket in a shopping center (UC) at U.S. 20 and Lake St. An early April opening is expected.

INDIANAPOLIS—Stopten Land Co., Inc., 737 E. Murry St., has proposed a 195,800 sq. ft. shopping center and a 165 unit apartment project at Stop 10 Rd. and Madison Ave. The center, to be known as Stop 10 Plaza, would contain 21 units, including a department store of 100,000 sq. ft. Parking for 1,450 cars would be provided on the 25-acre tract.

IOWA

MARION—Completion is scheduled for early this Summer on a 12,500 sq. ft. Me Too supermarket which will be built on a 187 x 350 ft. lot on Seventh Ave.

MARION—A 350 x 250 ft. Hy-Vee supermarket will open on 27th St. this July, with parking provided for 150 cars.

continued on following page

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These columns will appear monthly in the Executive Editions of CHAIN STORE AGE

KANSAS

MANHATTAN AREA—Blue Hills Shopping Center (P), on Hwy. K-13, will be built by Mr. and Mrs. Lester Frey. The center will include a Ben Franklin store, a 10,000 sq. ft. supermarket, automatic laundry, beauty shop and service station, with parking for 250 cars.

KENTUCKY

LOUISVILLE—A 55-acre tract near the intersection of Shelbyville Rd. and Watterson Exwy. will become the site of a motor hotel and a shopping center. Owner: East End Development Corp.

LOUISVILLE—A&P Food Stores has purchased three of the four units recently closed here by Stop & Shop Supermarkets. The new A&P outlets are in Dixie Manor, Algonquin Manor and Iroquois Manor Shopping Centers.

MAINE

LEWISTON—Franklin Co., Boston, plans a shopping center on East Ave. which would include A&P and Montgomery Ward units.

MARYLAND

GLEN BURNIE — Scheduled to complete its opening this Fall is Governor Plaza, which is being developed by M. A. Kravitz Co., Philadelphia. A Korvette store is in operation on the site; latest tenant to be signed is Miles Shoes, which will occupy 3,920 sq. ft.

ROCKVILLE—Ground has been broken for a $750,000 office and commercial center to be built on Rockville Pike. The complex will include a six-story office building of 23,000 sq. ft. a five-store retail center, and an automobile dealership. Parking for 300 cars will be provided. Developer: Neal Whalen.

SALISBURY—A $700,000 Montgomery Ward store has been proposed for a site between North and South Blvds. Plans call for a one story, 80,304 sq. ft. building.

TOWSON—Perring Plaza, at Joppa and Stayr Hill Rds., will complete its opening by early Fall. A Korvette store is already in operation at the facility. A 3,920 sq. ft. Miles shoe store will be located on the site. Developer: M. A. Kravitz Co., Philadelphia.

MASSACHUSETTS

DUDLEY—A 12-store shopping center costing $1 million has been proposed by Ernest and Louis Benn. Principal occupants would be a First National Store and a discount center. The center has been proposed for a 32-acre site on W. Main St. Parking for 800 cars would be built.

REVER—Ground has been leveled for Northgate Shopping City, a 30-store development scheduled to open in early Spring, 1964. The 350,000 sq. ft. center, located on Rte. C-1, will include an all weather pedestrian mall. Developers: Theodore and Richard Berenson. Architect: Sumner Schein Assoc., Boston.

WINCHENDON—July completion is expected for a shopping center on Center St. planned by Jasco Realty Trust. The building, containing 20,000 sq. ft. of floor space, will include an A&P, six other stores and a small medical center.

MICHIGAN

FLINY FLINT—Sears, Roebuck & Co. will use the space vacated by Kroger Co., which has closed its store at 709 N. Saginaw St.

SOUTHFIELD—A recently opened Sams, Inc., department store of 85,000 sq. ft. at 25700 Eight Mile Rd., will be the hub of a shopping center being developed there by Harry Granader.

YPSILANTI—Work will be started soon on an $8 million shopping center and residential development to be located on an 84-acre tract at Hewitt and Ellsworth Rds. The development is expected to take three or four years to complete. The shopping center will eventually include up to 26 stores. Owners-developers, all of Detroit, are Afton Development Co., Arthur Home Builders, Inc., Burt Development Co. Marston Home Builders, Inc. and Merlin Land Co.

MISSOURI

COLUMBIA—Parkade Plaza, Inc., a new corporation, has been formed to complete Parkade Plaza Shopping Center. Major tenants in the $3 million project will be J. C. Penney, J. J. Newberry, and Kroger. Parking space for 1,500 cars will be provided. General Contractors: Gast Development Co., St. Louis. Architect: Stauder & Stauder, St. Louis.

JOPLIN—Ozark Shopping Center (P), an 80,000 sq. ft. development to be built in two stages, will be located on a 13.5-acre tract at Fifteenth St. and Michigan Ave. Total cost of the center will be $1.2 million. At least two buildings, one housing a 23,000 sq. ft. supermarket, are contemplated. Developers: G. I. and Keith Stovern. Leasing agent: Barney McCune.

LENEXA—Construction will begin this Spring on a $470,000 shopping center (P) to be located on an irregularly-shaped tract between Long St. and Rosehill Rd. The 32,500 sq. ft. facility will provide parking for 315 cars and will include a service station, apartments, drug store, supermarket and dry cleaning store. Developer: C. P. Hoover, 9230 Pflumm Rd. Architect: John L. Carey, Kansas City.

NEW JERSEY

CLARK—An early 1964 opening is scheduled for a 125,000 sq. ft. W. T. Grant one stop shopping center.

CLEMENTON—A tentative May 2 opening is set for a 125,000 sq. ft. shopping center being built by W. T. Grant.

MIDDLETOWN—Two Guys from Harrison has proposed a 134,000 sq. ft. discount house costing $1 million to be built on a 22 acre tract on Rte. 35.

NEW BRUNSWICK—Sears, Roebuck plans to build a 260,000 sq. ft. department store on Rte. 1.

PARK RIDGE—Theordore Lappas has proposed a shopping center to be composed of a 23,240 sq. ft. Shoprite market and 12 smaller stores. The project would be located on a six-acre tract bounded by Park Ave., Kinderkamack Rd. and Perry St. The $200,000 development would provide parking for 300 cars. Representative: J. Howard Bratt.

NEW MEXICO

RUIDOSO—Under construction on U.S. 70 is a 60 x 60 ft. building which will house a drive-in restaurant and which will be the first unit in a shopping center being built by Mr. and Mrs. W. R. Long.

NEW YORK

ALBANY—A 14-acre site near Everett Rd. Epwy. is being developed as a shopping center by Samfred Realty Corp. Tenants committed to the project include a furniture store and a movie theater.

BINGHAMTON—Binghampton Plaza, now being prepared for construction, will have as its major tenant a 125,000 sq. ft. Grandway expected to be completed in April. Developer: Francesco Galesi.

NIAGARA FALLS—A $25 million renewal plan to be financed privately has been proposed by Jack E. Gellman, Niagara S Falls. The eight-block downtown area would include an all weather enclosed mall flanked by three blocks of retail stores and service outlets. Also included would be three department stores: Sears, Beirs and Sattlers. Known as the Rainbow Project, the program could be completed within four years from its date of approval. Free parking for 3,000 cars would be provided.

ROTTERDAM — Central Markets will begin construction in April on an 11-acre shopping center on Curry Rd. Total store area in the project will be 104,000 sq. ft. plus an enclosed mall. Besides a Central Market, the center will include a Kent McCray department store of at least 60,000 sq. ft. Parking for 1,000 cars will be provided. Construction will be completed by Benderson Development Co., Buffalo.

SPRING VALLEY—Planned for a 12-acre site at Rte. 45 and Red School House Rd. is a shopping center featuring an A.M.F. Bowling Center. The center will also include a bank, supermarket, professional building and satellite stores. Developer: Sky Lane Assoc.

WEBSTER—Developer Leonard B. Muchard of Syracuse has proposed an $11.5 million shopping center on Ridge Rd. on which construction would begin late this Fall or early in Spring, 1964, with opening scheduled for a year later. The 650,000 sq. ft. complex of buildings would contain 50 stores connected by 1,400 ft of 50 ft. wide malls. Parking for 6,000 cars would be built. Architect: Bishop & Clark, Rochester.

NORTH CAROLINA

CHARLOTTE—Leases are under negotiation for an 18- to 20-store shopping center planned as part of Green Oaks Apartment City; construction is due to begin in May. A 25,000 sq. ft. junior department store will be among the tenants. Leasing agent: Davis & Davis Realty Co.

ROCKY MOUNT—Scheduled to open this Fall is an 80,000 sq. ft. Montgomery Ward store, the first unit announced for Tarrytown Center planned to be a 300,000 sq. ft. development. The center, providing parking for 2,000 cars, will feature an open mall design. The project is located on a 30 acre site at U.S. 64 and 301. Owner: Robert Gorham.

OHIO

CALCUTTA AREA—Proposed by E. J. DeBartolo, Youngstown, is a $1.2 million shopping center on Rte. 170. To be known as St. Clair Plaza, the project would house 14 stores in 100,000 sq. ft. of floor space.

CINCINNATI—Ontario, Inc., discount department store, has obtained a site near Western Hills Shopping Center for a 100,000 sq. ft. store expected to open in June, to include a supermarket operated by Ontario Foods.

COLUMBUS—Frisch's Restaurants, Inc., will open two new outlets, at 4775 E. Main St. and 3400 Olentangy River Rd., early this Spring.

DAYTON—Scheduled for an October opening is a 115,000 sq. ft. Rike store to be built on a 62 acre tract at Salem Ave. and Shiloh Springs Rd. Cost of the store will be $1.5 million, with future plans calling for a shopping center to be built around the store. Architect: Lorenz & Williams.

ENGLEWOOD—Englewood Plaza, Inc., a new corporation headed by Homer Didier, Henry Beirise and Richard Oldham, will build a $300,000 neighborhood shopping center which is scheduled for Fall completion. The 14-acre project, containing 8 to 10 stores, will be built at Union Rd. and W. National Rd.

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MANSFIELD—McCready's Shopping Center, on W. Fourth St., will consist of a one story, 200,000 sq. ft. building costing $1 million. Contractor: Dwight G. Schumacher, Lexington, O.

REYNOLDSBURG—Coso Corp. is planning a $1.6 million shopping center at Livingston Ave. and Brice Rd. The 13-acre project will contain 12 stores.

TOLEDO—A Cleveland syndicate represented by Owen C. Neff, Cleveland, plans a seven-building shopping center on a 40-acre tract. Featured will be a 64,000 sq. ft. shopper's court with covered walkways and "in-the-round" parking for 5,000 cars. Fifty-five retail outlets will occupy 347,000 sq. ft., with 60,000 sq. ft. planned for the major retail building. Architect-engineer: Samborn, Steketee, Otis & Evens, Toledo.

WOLFHURST—Hart Stores, Inc., Columbus, subsidiary corporation of Big Bear Stores Co., supermarket chain, will open a 100,000 sq. ft. discount center (UC) on Rte. 40 in early Fall. A 2,000-car parking lot is planned. The one-level store is being built on a 12 acre site.

OREGON

EUGENE—Planned by Crest Co. is a $1.5 million shopping center (P) on a 14-acre tract at 29th Ave. and Willamette St. McKay's market and drug store will occupy a 30,000 sq. ft. structure and a junior department store will occupy 23,000 sq. ft. An 800-seat movie theatre is planned, besides small shops and professional offices. Parking for 500 to 600 cars is planned. Construction will begin this year.

EUGENE—A zone change along Alder St., expected to be approved in the near future, will permit Albertson's Inc. to construct a shopping center costing from $800,000 to $1 million.

MILWAUKEE—A 3.5-acre shopping center (P) featuring a Piggly Wiggly store will be built within two years at S. E. McLoughlin Blvd. and Courtney Rd. The shopping center building will measure 465 x 100 ft.; a parking area of 135,000 sq. ft. will be built. Developer: Hudson House, Inc.

PENNSYLVANIA

EAST HEMPFIELD TOWNSHIP—Proposed for a site along Rohrestown Rd. and Lincoln Hwy. W. is a $2.75 million shopping center which would feature an air conditioned enclosed mall and parking for 2,000 cars. Major tenant would be a department store owned by Allied Stores of Texas.

SPRINGFIELD TOWNSHIP—Ground has been broken for a $10 million Strawbridge & Clothier store at Baltimore Pike and Woodland Ave. The fieldstone and brick store will cover 200,000 sk.-ft.; parking for 1,700 cars will be provided. Builder: Irwin & Leighton, Philadelphia. Architects: Victor Gruen Assoc., Alexander Ewing Assoc. and Welton Becket.

SOUTH CAROLINA

SUMTER—Expected to be under construction shortly is Palmetto Plaza Shopping Center, a 65,000 sq. ft. development located off Guignard Dr. Largest store in the center will be a 120 x 170 ft. Kress unit. Other tenants include a Colonial Store of 95 x 140 ft. and a Rexall Drug store of 50 x 80 ft. Developer: Henry P. Moses Co.

TENNESSEE

BRISTOL AREA—Tri-Cities Shopping Plaza (P), a 60-acre shopping center which will be located at an interchange of U.S. 11 and Int. 81, is being developed by Mensh Corp. Designer: Abbott, Merkt & Co., N.Y.

CHATTANOOGA—Construction has begun on a $3 million office building and shopping center in the Golden Gateway. Major tenant in the shopping center will be Zayre's department store. Owner-developer: American Real Estate Corp., Memphis. Rental agent: Helmsley-Spear, Inc., New York.

MEMPHIS (Lakeview Gardens subdivision)—A $100,000 shopping center (UC) at Horn Lake, Rd. and Fourth St. Rd. will cover 9,000 sq. ft. and will contain nine stores. Developer: Lakeview Gardens Development Co. Architect: Ost & Folis.

MEMPHIS—Cherokee Center (P), scheduled to be built on 58 acres of the former Cherokee Golf Course at Lamar and Getwell, will feature an enclosed air conditional mall. Developer: L. Hall Jones, Jr.

MEMPHIS—A $37 million shopping and cultural center has been proposed by National Land and Investment Corp., Philadelphia and City Stores, Inc. The development would cover the area from West Ct. to Adams and from Main to Riverside. Commercial aspects of the project would include a Lowenstein's department store owned by City Stores, a 1,500 car underground parking lot, an 80,000 sq. ft. glass enclosed public mall and glass enclosed sidewalk resturants. The development would take three to five years to complete.

TEXAS

PALESTINE — Construction will begin this Spring on a shopping center housing 17 businesses and backed by a new corporation represented by J. W. Converse. Plans call for an "L" shaped building 1,000 ft. long and averaging 70 ft. in depth, facing Park Ave. and Neches St. The $625,000 development, to be built on a 13-acre tract, will provide 300,000 to 350,00 sq. ft. of parking space. Architect: John W. Folsom, Houston.

WASHINGTON

FEDERAL WAY—An 8-acre, $1 million shopping center (P) at 320th St. and Pacific Hwy. S. will be built by Century City Corp., with an August opening scheduled. Included in Century City Shopping Center will be a 16,000 sq. ft. Wigwam junior department store. Parking for 600 cars is planned; 27 acres will be reserved for future expansion.

FERNDALE—Don Remsburg and Jack Cole plan a shopping center between Alder and Main Sts. Initial investment in the project will be $250,000. Thriftway will among the tenants.

WISCONSIN

MILWAUKEE AREA—Shopping Center Theaters, Inc., has leased ground at Mayfair and Southgate Shopping Centers for two theaters, each covering 15,000 sq. ft. and costing $300,000. Fall completion is expected. Center owner: Froedtert Ent., Inc.

CANADA

ONTARIO (Preston)—A $1.5 million shopping center comprising 12 stores is expected to be in operation by August 15. Major stores in the development will be a 75,000 sq. ft. K-Mart and a 21,000 sq. ft. Dominion store.

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Push-button stores?

■ The latest phase of the retailing revolution is "robot retailing", a development that is being heralded in some quarters as the final solution to the problems of checkout bottlenecks and shopper fatigue brought on by the advent of self-service. Vending is being touted also as a way to cut the cost of store operation.

The increasing vogue of vending is certainly not a development that can be ignored. Both foods and non-foods are being spewed forth from automatic vendors at an ever-increasing rate.

And, as rapidly as it becomes economically feasible, there is little doubt that electronics blended with conveyors will be able to produce a push-button store. The shopper will pick a card or activate a recorder, her selections will be assembled automatically, and her purchases will be totalled automatically. She might even pay a machine.

But before we get carried away by a vision of a store that is untouched by human hands, let's remember that machines don't fill themselves. Somebody has to stand behind or in front of or on top of a machine in order to put into it the things that automation takes out of it. And it's doubtful that the machines will be made so foolproof that they'll never need fixing. Chances are that any breakdowns that do occur will coincide with peak sales periods. The most important man in the push-button store could turn out to be the Store Mechanic.

■ The case for the push-button store is a persuasive one. It is possible to cite a large number of cases in which robot retailing is being attempted—in many instances with great success. It's supposed to eliminate shopper pilferage, speed up the buying process, make better use of square footage, eliminate damage to merchandise and cut down the rate of walk-outs during peak hours. Maybe so, but here are a few considerations that may have been overlooked by the "vend trend" proponents:

► Perhaps the customer who pushes a shopping cart through a self-service store does experience shopper fatigue, but before she gets tuckered out she's been exposed to a large amount and variety of merchandise. Much as we sympathize with the shopper, the fact is that the longer she shops the store the more she is likely to buy.

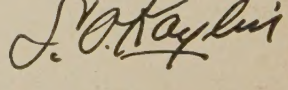
► Multiple-item sales might be somewhat difficult to achieve via automation. It's easy for a shopper to scoop three of something into her cart, but she also has the option of selecting only one of the item. The machines would have to be set something like the machine that gives you coffee-black or coffee-black-sugar or coffee-sugar-cream or coffee-cream.

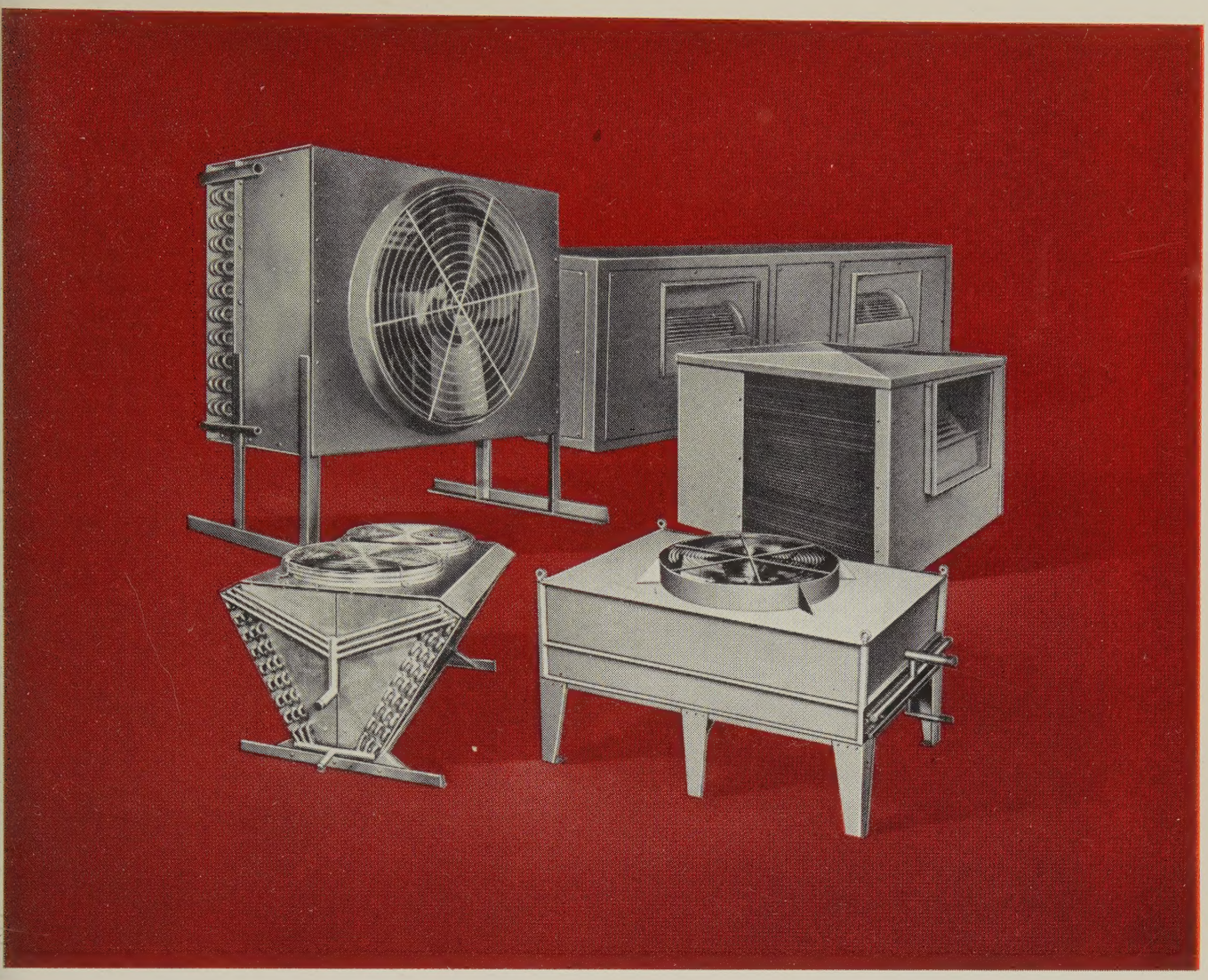
► A large sea of merchandise consists of things that have to be tried on for size, for fit, for appearance. I wouldn't like to have to solve the problem of vending shoes, dresses, coats, suits, hats or women's swim suits, much less mink coats or even engagement rings.

► Undoubtedly, technological advances will produce palatable vended dinners, but I've tried them recently and, from where I sit, technology has quite a bit to go.

► And then, of course, there are many things you just have to touch or squeeze or rub before you decide to buy them. And how can you kick a tire through a vending machine's glass face?

It is probable that vending will increase to the point where push-button stores will not be uncommon. But, just as self-service and discounting were important trends that nevertheless failed to engulf all of retailing, so I believe it will be with robot retailing. It will find its place in the scheme of things but that place will be defined by its own built-in limitations.





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Coils • Water-Cooled Condensers • Cooling Towers
Air Handlers • Evaporative Condensers

No Secrets. Item by item, as the price of each article is recorded, NCR ITEM INDICATION provides a visual "price-mark" which can be seen by anyone in sight of the register.

Customers like this visual inspection of prices charged as they are recorded. The customer's self interest also serves your interest, for what is indicated also adds into your control total.

Therefore, carelessness to "guess" at prices, or temptation to record an "incorrect" amount are risks seldom taken, because the visual INDICATION makes public the price of each item and the total.

NCR PROVIDES TOTAL SYSTEMS — FROM ORIGINAL ENTRY TO FINAL REPORT — THROUGH ACCOUNTING MACHINES, CASH REGISTERS OR ADDING MACHINES, AND DATA PROCESSING
The National Cash Register Co. • 1,133 offices in 120 countries • 79 years of helping business save money

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